

AMERICAN NURSERYMAN

The Nurseryman's Forte: To Make America More Beautiful and Fruitful

JULY 15, 1937



Rubus Odoratus

Convention Number

**Complete Report of the
A. A. N. Meeting at Chicago**

AMERICAN NURSERYMAN

Chief Exponent of the Nursery Trade

F. R. KILNER, Editor

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A. A. N. REORGANIZATION.

Seldom has any administration of the American Association of Nurserymen worked as that which brought to the Chicago convention a plan of reorganization, which was finally adopted. Upon his election a year ago at Dallas, President Siebenthaler immediately invited correspondence to gain a clear picture of what was desired in the new structure. Conferences of officers, executive committee and members repeatedly discussed the subject, and at Chicago nearly four days prior to the convention were devoted to putting the results of the year's work into concrete form.

The provisions of the new by-laws are outlined on the opposite page. They retain the tradition and prestige of the American Association of Nurserymen, yet add to that body the representative features which have been desired by groups in various sections of the country. The combination should make for greater coöperation, loyalty and effectiveness.

The task that a year or two ago seemed to many almost insuperable has been accomplished, and the outgoing administration will go down in the history of the A. A. N. with a record of notable achievement in consequence.

YEAR'S PROGRESS.

The rapidly moving program of the convention of the American Association of Nurserymen at Chicago this week makes it impossible, even in the extended report in this

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issue, to do more than summarize much important discussion and many informative talks and reports that were presented. The president's address is published almost in its entirety, however, because it affords, in interesting and easily readable style, a view of the work being done by the national organization, with which, as Mr. Siebenthaler pointed out, many nurserymen have not had the opportunity to become familiar. The address is worth more than reading; it is worth study and thought of the topics covered as they relate to your own business. A little consideration will reveal how closely many of these matters come to each individual nurseryman, no matter what the size of his operations.

Only a person who has been in contact with the officers and the executive committee and has seen the extent of their year's file of correspondence can appreciate how much ground has been covered and how impossible it is to describe it in detail to the other members of the industry. But the view of it in the president's address affords an acquaintance that no nurseryman should be without.

WAGE AND HOUR BILL.

When the Black-Connery bill, for the regulation of wages and hours, was reported out of the Senate education and labor committee, July 8, it was considered an even chance that the bill would be adopted before adjournment of the current session of Congress. The fight on the Supreme court bill may delay consideration, however.

The following week the House labor committee began holding hearings on the bill, and it was expected that the process of simplification begun in the Senate committee would be carried farther.

Of particular interest to nurserymen was the statement of exemptions, which according to some press dispatches included "agricultural and horticultural workers." A. A. N. leaders have been fighting for this exemption and hope it may be granted.

The revised bill provides no exemption for small employers. The original measure proposed to exempt those

who employed fewer than eight persons.

No fixed hours and wages are set by the bill. A 5-man board is empowered to administer the act. The board may fix minimum wages not in excess of 40 cents an hour and minimum hours not less than forty hours a week. The board has power to consider geographical problems in fixing such wages and hours for an industry.

Nurserymen who can contact members of the House of Representatives, particularly those on the labor committee, would do well to present the industry's claim for exemption under agricultural labor.

RUBUS ODORATUS.

For a shady, rather wild spot, the fragrant flowering raspberry is a splendid choice. Considered somewhat coarse by some gardeners because of its large leaves, the shrub is especially attractive to others for the same reason, the large lobed leaves being a distinctive characteristic almost as much appreciated as the constantly appearing flowers. The blooms on different individuals vary, some being almost purple and others nearly pink, with a rosy purple color being most frequently seen. Because of the ever-blooming habit, from June to September, the plant carries flowers and fruits in various stages of ripeness at the same time. The rather flat light red berries can be eaten, though they are not particularly palatable.

Plants having flowers of a desirable color can be easily reproduced from suckers, which are freely produced. Nurserymen who like to wander through the woods during the summer should watch for especially attractive specimens. Once located, stock of these could be quickly worked up. The natural range of the flowering raspberry is Nova Scotia to Ontario and Michigan south to Tennessee and Georgia, usually occurring in rocky woods and thickets. With its natural northern range, nurserymen do not have to worry about hardiness.

Rubus odoratus does best in shade, though it will tolerate full sun if the roots are well supplied with moisture.

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The Chief Exponent of the American Nursery Trade

*The Nurseryman's Forte:
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No. 2

New Plan of A. A. N. Membership

**Adoption of Revised By-laws by Chicago Convention Initiates
Reorganization Program of American Association of Nurserymen**

Four years of discussion culminated in the adoption of new by-laws by the American Association of Nurserymen at Chicago, July 13, under which the basis of membership in the organization has been changed to make it representative of the industry at large, not only through the possibility of larger membership, but also in the form of its governing bodies. Under the new by-laws active members "also shall maintain membership in a regional, sub-regional, state or substate association." Inasmuch as most present members of the association are also members of smaller groups, the stipulation scarcely affects them, but it paves the way for a much wider participation in the A. A. N. affairs.

As the controlling body, a board of governors is set up. The new by-laws state that the active membership of the association, for voting purposes, shall be divided into geographical units, which shall elect delegates according to the amount of dues paid to the association by the members within the unit. Such units may be established at the discretion of the executive committee when five or more members of the association shall apply for a charter, provided that such unit shall represent all members within the area and shall pay dues of not less than \$200 per year to the association. Each unit shall be entitled to one delegate on the board of governors for the first \$200 of dues paid and to one additional delegate for each \$300 of dues paid. The delegates to the board of governors shall be elected for a term of not to exceed two years, and no

member shall serve for more than four consecutive years. In order to equalize as much as possible the expense of attending the annual meeting, members of the board of governors shall be reimbursed by the association for the equivalent of fifty per cent of the actual cost of railroad and Pullman fares when traveling to the convention, provided the members shall be required to attend the business sessions of the convention.

It is contemplated that under these provisions, regional, state and local organizations will apply for chapter charters, and hence there will be direct representation of these smaller groups in the large national body. It is estimated that the board of governors will number fifty or seventy-five, although that depends upon the number of members gained and the dues paid.

Regional Executive Committee.

While the board of governors shall determine the policies of the association, an executive committee is to be elected to carry them out, as well as a president and vice-president, the latter two to hold office for one year. The executive committee is to consist of the president ex officio and of six regional members, one of which will be the vice-president. Each member of the executive committee is to serve for a term of two years, half elected each year. The executive committee shall consist of one member from each of six regions, set up as follows.

Eastern—Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, New York, Pennsylvania, New Jersey.

Southern—Virginia, West Virginia,

Kentucky, Tennessee, North Carolina, South Carolina, Georgia, Alabama, Mississippi, Florida, Delaware, Maryland, District of Columbia.

Central—Ohio, Indiana, Illinois, Michigan, Wisconsin.

Western—Minnesota, North Dakota, South Dakota, Iowa, Nebraska, Missouri, Kansas, Colorado, Wyoming.

Southwestern—Texas, Louisiana, Arkansas, Oklahoma, New Mexico.

Pacific Coast—California, Oregon, Washington, Montana, Idaho, Utah, Arizona, Nevada.

The secretary and/or treasurer shall be chosen by the executive committee and hold office subject to its approval.

Nominations for their member of the executive committee shall be made by the delegates from each region at any time during the year preceding the election at the annual meeting. Nominations for other officers may be made from the floor at the annual meeting or by a nominating committee appointed by the president, but in all cases the names of nominees must be posted in the meeting place twenty-four hours before the election. The annual meetings will be held sometime during the month of July, and it shall be the policy of the association to hold annual meetings in each of the regions represented once in nine years at the convenience of the membership in such regions.

New Dues.

In order to carry out the additional functions desired of the association, dues have been increased. The minimum is still \$10 per year. Firms having a total business of more than \$10,000 per year will pay at the rate of \$1 per thousand dollars of volume on the first \$500,000 of volume. For

any amount above \$500,000 of volume the rate is to be 50 cents per thousand dollars of volume. It was estimated that the new scale of dues would produce \$18,000 to \$20,000 income, or nearly twice that currently collected. Inasmuch as the association needs considerably more than that sum—the goal has been marked at \$30,000—it is hoped that the increased membership will raise the total collected.

During the past year 100 new members have been added to the association, thirty-four of them at the annual meeting. Representatives of eastern associations declared at the annual meeting that when the reorganization plan was approved they would present the applications of many more members from their sections, and it is believed, on the basis of such statements, that another hundred members might be added after September 1, when the new scale of dues will be effective.

By-laws Amended

The reorganization plan was effected by vote of the members on a new set of by-laws prepared by the executive committee. Beginning Friday before the convention opened, the executive committee discussed the proposals which have evolved during the study of various plans during the past year, and they conferred with individuals representing the trade in various parts of the country during the four days before the convention opened. As the plan crystallized, articles of the by-laws were written and rewritten during those four days. A mimeographed copy of the completed draft was provided each member in attendance at the Tuesday afternoon session, devoted to the reorganization plan. Even then some slight changes were made, and to be certain of correct legal phraseology, the by-laws will be passed by an editing committee before final publication.

Reorganization Session.

About 150 members of the association were present at the reorganization session on the afternoon of July 13. A short address by Robert B. Beach, executive secretary of the National Association of Building Owners and Managers, on "Organization, Reorganization and Operation of a National Trade Association," paved the way for consideration of the subject.

Ex-president Miles Bryant gave a

clear picture of the progress of the reorganization plan so that all might be familiar with what was being attempted, even though he repeated much that he had told in his address at the Dallas convention a year ago and at the Chicago meeting last January.

The first thought of a large association paying nominal dues, based on census figures, proved a misconception. While the census of 1929 showed 7,208 nurserymen in the United States, it was discovered that by no means a large proportion of that number should be considered as prospective members. By a study of nursery trade organizations, of which a total of seventy was found of record, it was discovered that their total membership, eliminating the duplications, was approximately 1,630. Inasmuch as many state and local associations require payment of but small dues, it was felt that even this number was beyond the total which might be expected in a national organization, requiring larger dues.

A study of comparative figures in different states gave the basis for conclusion that the current A. A. N. membership represented thirty per cent of the total volume of nursery business in the United States and with the members in affiliated organizations comprised about sixty per cent. Hence a national body comprising the current local state and regional groups throughout the country would represent the major part of the industry.

It was brought out that the overhead of the organization required \$23.50 annually to service each of

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300 members. Hence the addition of many members at the minimum rate of \$10 would result in a loss, rather than a gain of funds to carry on the work above the ordinary servicing, such as Washington representation and the solution of various problems confronting the industry.

While there had been some suggestion of increasing the minimum fee above \$10, it was finally decided to retain the old figure, so as to broaden the membership and bring in the small operator who might be a big one tomorrow.

By-laws Presented

After Lester Lovett had reviewed complaints and suggestions received during the past year, and before, about the association's activities and form of organization and operation, the by-laws proposed were read in full by members of the executive committee. By that time the afternoon had passed, and an evening session was called at 7:30. Then the by-laws were discussed individually, slight changes made and the motion to approve the report of the executive committee was voted after midnight.

TEXAS FINANCES.

The Texas Association of Nurserymen mails to its members every few months a financial report, so that they may know just how funds are spent and how much is on hand. Harvey Mosty, Kerrville, Tex., secretary-treasurer of the association, in sending out such a statement recently appealed to those who had not yet paid their dues or sales tax to remit at once, because the association has further objects of importance. Legal expense was considerable in obtaining the law exempting nursery stock from taxation as personal property. Another accomplishment of the association was the resolution of the legislature permitting nurserymen to haul their own products in their own trucks and charge for delivery. So the bank balance was down to \$128.11 June 20. Dues collected so far this year were \$324 and the sales tax \$754.60. A good deal more is expected from the latter source.

J. M. Ramsey, president of the association, was sent to the national convention at Chicago, his expenses being paid by four members of the Texas organization.

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CONVENTION
begins on
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Research as Aid to Nurserymen

Agencies Engaged in Research Activities of Assistance to Nurserymen Told A. A. N. Convention by Dr. Richard P. White

Research can be made an important cog in the wheel of reorganization benefits. I wish to emphasize at the start, however, that the use of research for common good by the American Association of Nurserymen or any other organization is directly related to both the numerical and financial strength of the organization.

Research covers many fields. The Washington contact committee has been conducting a piece of research, the objective of which has been to discover ways and means of protecting every nurseryman in the country from unlawful encroachment of his business. There is a gamble in research, and failures along the way should not blind our eyes to the successes of this committee, whose value to this industry is so great that it cannot be measured in dollars and cents. This type of political research must be vigorously pursued.

As far as I am aware, this association as an association has not made a real organized attempt to take advantage of the findings of established horticultural research institutions. The rapid advances in industrial and agricultural progress during the last three decades can be charged directly to organized research. In the industrial field this progress has been spectacular.

Agricultural progress, although less spectacular, is evident on every hand. In your own business, note the increase in the use of power equipment, the more extensive use of soil-building crops, the elimination of common varieties of stock and the substitution of more desirable items, the increased appreciation of pest hazards and the use of modern equipment and materials in pest control, and the increasing emphasis being placed on sales and distribution methods. Changes in production have been made, but advance in any phase of nursery practice is made only as the result of somebody's curiosity and continual desire for something better.

Research develops facts and widens the range of human knowledge. We have a tremendous heritage of facts from previous generations of agricultural research, which is being made

use of constantly in our own type of horticulture. Further than this there is being conducted at the present time a large amount of research pointing directly toward the advancement of ornamental horticulture.

In the United States Department of Agriculture, through its bureaus of plant industry, entomology and foreign plant introduction, in the forty-eight land grant colleges and experiment stations, in many privately endowed institutions, in certain of the larger botanic gardens and arboreta and in many industrial organizations, research is being conducted on important horticultural problems. The solution of these problems, if put into trade practice, can be made to yield dollars and cents to the producer by stabilizing his production, by increasing the quality of his merchandise, or by the prevention of unpredictable losses. Let us scan briefly the scope of the work directly concerned with this phase of horticulture.

In the bureau of plant industry a 35-year-old project has to do with the production, adaptability, physiology, breeding and disease control of ornamental plants. The work of the late Dr. Griffiths on bulb production in this country, the investigations on basal rot of narcissus, rose mosaic, azalea flower spot, the work on the crown gall disease, the selection and development of improved clonal stocks of peach, apple and cherry understocks and the adaptability studies of over 1,700 species and varieties of ornamental and other plants for the central plains regions, are a few of the sub-projects of interest and of potential benefit to this industry.

A similar 35-year-old project in the bureau of entomology was designed originally to study native forest insects. With the rapid growth and expansion of the nursery business during the past two decades many of these insect pests have become important nursery pests. The white pine weevil, locust borer, pine tip moths, various sawflies of pine and larch, bark beetles, gypsy moth, beech scale and others including the

Asiatic beetles have been or are being investigated for your protection.

In the office of forest pathology, studies on diseases of shade trees are important to the nurseryman, since the solution of these problems will enable him to control these diseases in his own plantations and will exert a beneficial influence on the maintenance of his market for these items. The office of foreign plant introduction is the nurserymen's coworker in bringing into this country possibly desirable plants from all over the world, and distributing them to nurseryman and to its own trial grounds scattered in every geographical region of the nation, where their adaptability and desirability are determined.

And what about the forty-eight individual states all with established agricultural experiment stations, some of which have completed fifty years of service? Much of the research work of these state institutions of direct interest to you is supported by federal funds through the Hatch, Adams, Purnell and Bankhead-Jones grants. In most cases these funds are supplemented by state appropriations. Research projects being conducted under these funds are varied, intending to meet the needs of the particular state. A survey of these projects discloses that such things as studies of resistance to fire blight in pear, apple and quince stock, development of superior thornless rose stocks, control of borers in shade trees, petroleum oils as insecticides, soils as related to the production and market value of roses, studies of tree diseases and breeding of rhododendrons are some of the items of investigation. Few of us have realized that investigations on state-supported projects are under way on rootstocks for deciduous trees and shrubs in eight states, insects attacking nursery plants in thirteen states, diseases attacking nursery plants in twenty-two states, fungicides and insecticides adaptable for nursery use in eight states, the local adaptability of landscape material in ten states, propagation in three states, storage problems in two states and cost of production in two states. This makes a rather impressive

and varied list of research activities and this list is not complete by any means.

Privately endowed institutions are also concerning themselves with horticultural problems. Witness the Boyce Thompson Institute, Yonkers, N. Y., the Rockefeller Institute, Plainsboro, N. J., and others. Too often these institutions are looked upon as so-called "pure" or fundamental research institutions whose investigations never lead directly to improved horticultural practices. That this viewpoint may be right in many instances is not denied, but never forget that it is only by the fundamental solution of problems that facts are established upon which new horticultural practices can be safely built. That this viewpoint is wrong in other instances is evidenced by the fact that the fundamental researches at the Boyce Thompson Institute on growth-promoting substances promise to lead directly to a sounder and planned production of nursery items. The thought has been expressed to me by many nurserymen that if propagation is made infallible for all, we shall soon again be in a period of production far in excess of demand, with the consequent deflation of sales prices. To this my answer is, that no matter what the outcome of these root-promoting substances may eventually be, there are many other factors operating which will continue to distinguish the successful and the unsuccessful plant propagator.

All of the arboreta and botanical gardens of the country are directly concerned with ornamental plant material. Every one, both large and small, is conducting research for nurserymen, at least in the growing of a wide variety of plant material in various situations of the country where soil and climate vary. If they accomplish nothing more, they are demonstrating the varieties best adapted to that locality. Many of these arboreta and botanical gardens, however, are able to carry on additional research work for the industry. The Arnold Arboretum is probably outstanding in this respect in its foreign plant introductions, its researches on tree diseases, etc. The New York, Brooklyn and Missouri botanical gardens are also well known for their horticultural researches.

Will anyone deny the importance to this trade of the plant introductions

of Bretschneider, Purdham, Jack, Sargent and Wilson? Who can say that such items as *Berberis Thunbergii*, *Kolkwitzia amabilis*, *Azalea obtusum*, *Kaempferi*, *Lilium regale*, *Evonymus radicans*, *vegetus* and *Juniperus chinensis* Sargentii have not enriched American horticulture and the nursery industry? This list of plant items is found in most catalogues of today, but it represents only a few of the 3,000 species actually introduced into this country by the Arnold Arboretum, or the 1,600 species first introduced into cultivation anywhere. I doubt if nurserymen generally realize that many of the standard items of today are traced back to the introductions of these men and this institution.

The rapid development of new and more efficient insecticides and fungicides during the past two decades could not have been accomplished without the interest of commercial concerns. New products with insecticidal and fungicidal value have been discovered, developed and refined so that today man's weapons in the battle with insects and diseases are greatly improved.

Through all these agencies a tremendous volume of research, primarily concerned with production, is now being undertaken in behalf of this industry. Combined, it is conservatively estimated that an annual expenditure of at least \$3,500,000 is made for the support of this research, representing the income at four per cent of a fund of \$87,500,000. What commercial enterprise or industrial concern has so richly endowed its research laboratories? Is this investment in research paying nurserymen the maximum dividends?

In most cases the answer is "No," and the answer is negative primarily because the nursery industry has no means by which the results of research and its adaption can be brought to the trade. As individuals nurserymen may obtain assistance from these research agencies from time to time, generally however, only when an emergency arises.

Other commodity groups have received far more attention from publicly supported research agencies than have nurserymen, not because they were in greater need, but solely because they have demanded it. Other commodity groups have research committees in their respective state or-

ganizations which assist in the determination of research policy. How many nursery organizations can boast of such activity?

Other national organizations are in constant collaboration with research institutions all over the country. Years ago the National Canners' Association, an association dealing directly with crops, set up a central fact-finding agency with the director of one of our midwest agricultural experiment stations in charge, to bring together and disseminate the results of research work on every phase of the crops in which the members were interested. The use of research by national agricultural organizations is not new.

It is of little use to appoint an organization research representative or committee. They do not function! The only solution in my opinion is the maintenance of a central clearing house, where all research information available on production methods and problems, general business trends, sales opportunities, availability of stock, magnitude of annual propagation, etc., can be gathered, digested and distributed to the membership.

Only in this way will information of value be fully utilized. Failure to use research then will indict nobody but the nurseryman himself, for it will be laid on his lap already digested in a manner to meet his powers of comprehension. Judging from correspondence with nurserymen from practically every state in the nation, I know this information is needed, believe it or not.

Other agricultural and industrial associations have used the tool of research to their advantage, but they are organized to do so. Before the nursery industry can secure the same relative benefits from research it also must be more completely organized.

Once organized, with the dissemination of research information to members as an avowed objective, and with this objective vigorously pursued, the fields that open up for investigation are varied.

Plant production today is a scientific venture based on scientific foundations. Ornamental horticulture tomorrow will use agricultural science to an ever-increasing degree. The nursery trade should be so organized that it, too, can make use of tools available to all, but which are at the present time employed by few.

Native Plants of Garden Value

*Twelfth in Series of Articles on Neglected Opportunities
for Nurserymen in Native Material—By C. W. Wood*

The lily family furnishes the gardener a host of good plants, not the least desirable one being the swamp pink, *Helonias bullata*, though one would scarcely believe the truth of that statement if judgment were based on its infrequency in gardens. Its uses are somewhat limited, of course, by its need of moisture, which usually restricts its home to a place in the bog garden. In the absence of a bog garden, however, I find that the plant grows well in much drier soil if it is given quite dense shade. In either situation a lovely picture is created by 15-inch to 24-inch stems carrying racemes of rather small, though showy, pink flowers, which spring from clusters of long narrow leaves. *H. bullata* grows from a bulb-like root, which produces a large number of offsets, suggesting an easy means of increase.

Heliopsis.

I shall not take up much space for these sunflower relatives in this series on native plants, which is even now getting overlong, but I should like to recommend one kind, *Heliopsis scabra vitellina*. This is one of the best forms of *heliopsis* that I have found and a plant of great promise for cutting, as well as for garden decoration. A nontechnical description of the plant would probably sound like that of any other double *heliopsis* or even a sunflower, but the actual thing differentiates itself at first glance. As it grows for me, the height is somewhat less than the three feet mentioned by others, though likely it would do better in richer soil. The flowers, which come from midsummer onward, are fully double and of pleasing form, and the color is a bright golden yellow. I have been happily surprised to find that it comes quite true from seeds.

Heuchera.

Much could be said about *heuchera*s, though no doubt most of it has been said before and does not need repeating now. It is true, however, that in *H. sanguinea* we have one of nature's finest offerings in the cut flower line and a plant, especially

in some of its named forms, that is ready for wide exploitation in that field. If you number florists or other extensive users of cut flowers among your customers, it will pay you to investigate this whole subject. If you will write to the American Nurseryman, inclosing a 3-cent stamp, you will be given the names of sources of supply for many of the improved kinds. The subject is much too long to be covered here at this time, but it may be well to say a few words about propagation.

Vegetative reproduction may be accomplished in two or three ways, depending on the number of plants needed and on the facilities of the propagator. The easiest and, at the same time, the slowest is by simple division of the plant. This is, however, far too slow for most commercial uses. More rapid and still within the reach of the grower without a greenhouse is a finer breaking up of the clumps. This may be done by lifting the plants in midfall and breaking them into as small pieces as possible so each one has a single head and at least one or two roots. The pieces should then be planted in a frame, where they should be watered until they become established. They should be left in the frame during their first winter and given protection after the first heavy freeze so alternate freezings and thawings will not heave them out of their anchorage. They may be lined out in the field when weather permits the following spring.

Propagation from leaf cuttings is the plan to follow, however, when rapid increase is desired. Pull away a leaf, including the leaf stem and a little sliver of the rootstock, and place it in sand in the cutting bench in late fall. Allow the cutting to remain there until two or three new leaves have developed, which will be usually by mid-January or perhaps even as late as sometime in February; then pot each cutting singly and carry along in pots until it is safe to put it outdoors.

Two forms of *heuchera* of bigeneric origin should interest growers at this time. One of these, *H. bri-*

zoides, is said to be a hybrid of *H. sanguinea* and *Tiarella macrophylla* and is quite well known in some sections. The other, a form of more recent origin, is *H. tiarelloides*, introduced by Lemoine, of France, about 1910 or a little later, with flowers on the order of *tiarella*. Although this plant has been in European trade for a long time, it appears little known here. Strains of hybrids made up of various combinations and varying greatly in height, flower and foliage have come on the scene during the years since those earlier efforts. There is much good material here if we will only search it out.

Houstonia.

I shall probably use more space than I should on the small genus *houstonia*; if I do, it is because of a great love for the plants and a conviction that their merits are worth more attention than we are giving them. It would be foolhardy to give a list of the twelve best rock garden plants, because conditions and preferences vary so much. Speaking for myself, though, *H. cærulea* and *H. serpyllifolia* would surely find a place in the first dozen. In them we have delightful color, which will clash in few surroundings, an extra-long blooming period and comparative ease of culture. The two species mentioned were for a long time considered among the most difficult of plants to grow in a garden, being counted of no more than biennial duration in most cases and frequently called annuals. Well do I remember my first attempt at growing these little beauties. For a short time they seemed to thrive in the sandy bed I had prepared for them and then they vanished almost overnight. Now we know that about all they need is an acid soil and a fair amount of moisture, but the constantly soaking conditions which some of us formerly thought essential do not seem to be necessary.

The two forms mentioned in the preceding paragraph are probably the best of the lot. *H. cærulea* is a tiny tufted plant, rarely over three or four inches high when in bloom,

carrying a sheet of azure blue flowers all during May and June and more sparingly throughout the rest of the open year. The other creeps in wide patches by means of prostrate rooting stems and bears flowers larger than the former and of a violet blue shade. White forms of both are sometimes seen, neither of which is as beautiful or showy as the type. *H. purpurea* and its variety *longifolia* (the latter is given specific rank by some botanists) are found naturally in dry soil in full sun or part shade. Personally, I like the latter for dry rockwork and believe the plant has a future. In all fairness, though, it should be mentioned that it lacks not a little of the charm of the first two mentioned. It grows from six to ten inches high, with spatulate basal leaves and linear stem leaves, the flowers being in shades of lavender and white from late May or early June until September. All these *houstonias* are easily multiplied by division and by seedage.

Hudsonia.

Being a shrub, *Hudsonia tomentosa* perhaps should not be included in our present enumeration, but if we wait for the shrub folks to mention it, the plant is apt to remain as unknown as it is today, a fate that the plant does not deserve. It is a small heath-like shrub, not showy in the sense that some gardeners demand, but possessing many charms that endear it to the knowing ones. It is a densely tufted plant from four to eight inches tall, with scale-like, downy, persistent leaves, and the upper part of each plant is covered with small, showy, bright yellow flowers during May and June. Here in Michigan, it is found along the shores of the Great lakes in practically pure beach sand, always, so far as I have investigated, in an acid condition. It is not easy to establish from a wild state, but once established it is persistent. It may be grown from seeds and, being closely related to *helianthemum*, may be expected to grow readily from cuttings.

Hypericum.

Most *hypericums*, except a lot of weeds, of which the genus is full, are too tender for my climate. As a consequence, these notes will be abbreviated, for they are mostly based on personal experience. Perhaps the

best native species, judged from every standpoint, is *H. Buckleii*. This plant, from the high mountains of Carolina and Georgia, is hardy and should go through the winters of all sections except the coldest. It was hardy here in northern Michigan throughout a long period, going through winters when the thermometer dropped as low as 36 degrees below zero, but it died last winter when we had only two nights with subzero temperatures and nothing lower than 2 below. It is a lovely thing from the time the leaves unfurl in spring until they are cast aside in autumn, being particularly pleasing after frosts have turned the leaves brilliant scarlet. The plant is seldom over eight or ten inches high and produces typical *hypericum* flowers of bright yellow from mid-June until August.

It is rather difficult to choose from the long list of natives a number to fit the small amount of space left at my disposal. I think, though, that *H. densiflorum* should be one of the chosen. Give it an acid soil and good drainage and it will surely be permanent. Rehder gives its height as six feet, but as it grows here it seldom exceeds two feet and is more often about half that. The yellow flowers are on the small side, but are abundant and come during August when color is needed. On the other hand, *H. virginicum*, which grows to a height of about eighteen inches and has pinkish flowers (quite unique in a race of yellows) during July and August, is essentially a bog plant and should prove useful to growers of that class of material. It is perfectly hardy here, growing naturally in bogs throughout the state. The west has a number of good *hypericums*, but they seem hard to get. I had one, *H. anagalloides*, that I liked specially well, though it was short-lived here. It is a real dwarf, growing about four inches high during its three years with me, and has flowers of a lovely shade of buff pink. I have learned since that it grows naturally in wet situations and no doubt that is the reason for my failure with it. It should be easy to propagate, as it roots naturally at almost every node.

There is much good garden material in this genus, especially for the warmer parts of the country. It is a class of plants that will repay in-

vestigation. As a rule, the plants need little care and bloom freely, generally at a time when color is appreciated. They are easily grown from seeds at any season, and most grow readily from green wood cuttings.

SPRAYING MOSS AND LICHENS.

Spraying will destroy the moss and lichens that grow on the bark of nut, shade and fruit trees and harbor injurious fungi and insects, scientists have found.

A coöperative study of the United States Department of Agriculture and the Oregon experiment station shows that trees sprayed regularly, particularly with Bordeaux mixture or lime-sulphur, need no other treatment if the moss and lichens are given a good spraying at the same time.

Where trees are not sprayed regularly, as in the Pacific northwest, a special spraying at intervals of four to five years—during the dormant season—will suffice. Lime-sulphur acts more quickly, but Bordeaux mixture is more lasting. A relatively strong concentration of Bordeaux—sprayed under pressure—saturates the moss.

Because of mild winters, trees in the south and in the Pacific northwest often are covered with moss and lichens. These plant growths are less likely to occur on trees in other sections of the country.

COMING EVENTS.

July 20, North Jersey Metropolitan Nurserymen's Association, annual clam-bake.

July 28, nurserymen's program of Massachusetts farm and home week, Amherst, Mass.

August 3, Maryland Nurserymen's Association, summer meeting, Beltsville, Md.

August 10 to 12, National Association of Gardeners, annual convention, Warwick hotel, Philadelphia, Pa.

August 11 and 12, Pennsylvania Nurserymen's Association, summer meeting, Hershey, Pa.

August 23 and 24, Virginia Nurserymen's Association, annual convention, Blacksburg, Va.

August 25 and 26, Southern Nurserymen's Association, annual convention, Nashville, Tenn.

September 1 and 2, Texas Association of Nurserymen, annual convention, Austin, Tex.

September 1 to 3, National Shade Tree Conference, annual convention, Lord Baltimore hotel, Baltimore, Md.

September 22 to 24, California Association of Nurserymen, annual convention, Hotel Oakland, Oakland, Cal.

A. A. N. Convention at Chicago

Big Attendance, Many New Members, Notable Program and Revision of By-laws Feature Banner Gathering, July 12 to 15

Interest was high in the convention of the American Association of Nurserymen held at Chicago this week because there was finally presented a concrete plan of reorganization, which was adopted. Its purpose is to make the organization representative of a larger number of the industry, by tying up with the regional and state associations.

The interest in the proposed reorganization, coupled with an excellent spring business and greater concern about governmental problems, brought the largest attendance the association has had in seven or eight years. The restriction of attendance at business sessions to members increased the number in the hall, rather than reduced it. Over 150 were present when the reorganization plan was presented the afternoon of opening day, which was preceded by a day of entertainment.

Trip to Naperville.

Early on the morning of July 12, the Naperville Nurseries were ready to receive their guests, the members of the A. A. N. and their families. The walls of the packing shed were decorated with evergreens and leafy boughs of deciduous trees and shrubs. Two long tables reached the length of the shed. To the left of the entrance stood a small table with a register for all guests to sign; at the right near the opposite doorway beer and soft drinks were on ice. Electric fans kept the air moving, for the day was already hot. A long line of private cars stretched along the road in front of the home grounds.

L. C. Chadwick, of Ohio State University, and Edward Jenkins, of Winona, O., and their wives were among the earliest arrivals, for they drove from Ohio to the D. Hill Nursery, Dundee, Ill., where they spent Sunday. After a night at Geneva they had but a few miles to drive Monday morning. Cars arrived in rapid sequence from shortly after 10 a. m. until the first two busses, escorted by two Naperville motorcycle policemen, pulled in 11:30.

Henry Bock and his staff greeted the occupants of the busses and directed everyone to find places in the private cars in preparation for a tour of the nurseries. Not more than ten minutes after the arrival of the busses, owing to the excellent organization, the caravan of inspection was under way. First making a wide loop through the nursery across the road from headquarters, the cars sped eastward across the Du Page river and entered the acreage south of the college track house and athletic field where the string of automobiles swung back and forth crossing their own tracks several times to permit full view of the nursery plantings. Then the leader returned to the main street for a single block, turned to the right and led the way south and east of the college grounds, over a bridge above the tracks of the Chicago, Burlington & Quincy railroad to that part of the nursery northeast of Naperville. A full circle completed the trip in this acreage and then the visiting nurserymen were driven through town, past the 100-

year-old Pre-Emption House and the municipal swimming pool to the nursery acreage lying immediately west of the pool. After a single circuit in that district the leading car directed the way back to the nurseries' office.

The trip through the nurseries showed evidence of careful planning and thorough preparation. The routes through the nurseries' various tracts were plainly marked and so laid out that the last cars in the lengthy procession were easily out of the way of the leading cars at all times in spite of the numerous circlings. The drivers of the cars were familiar with the grounds and the majority, if not all of them, were employees of the nurseries and added to the pleasure of the trip by answering questions intelligently. The motorcycle officers also deserve commendation for, although the line of the twenty-odd cars used U. S. 34, city route, several times and crossed it once, there was no delay; the officers were in place each time to give the nurserymen the right of way.

Those guests making the first trip through the nurseries returned to find that two more busses had arrived from Chicago and had discharged their cargoes; said cargoes were mostly sampling the liquid refreshments. The second trip around the nurseries was soon started. The propagating beds west of the packing house attracted the attention of many of the visitors, but the music of the accordion and the smell of the barbecue brought everyone to the tables without much delay. The cordial hospitality and the good "eats" of Henry Bock and the Naperville Nurseries will long be a pleasant memory.

As quickly as possible after the second trip of inspection ended and those making the trip had been fed, the group of more than 200 persons assembled on the lawn east of the Von Oven homestead for a picture. Mr. Bock was rather reluctant

to take his place in the center of the front row, but yielded gracefully to the persuasion of the two mounted officers and had his picture taken between them. The gathering immediately left for the Morton Arboretum.

At Morton Arboretum.

The heat of the day had lessened because of rain somewhere in the vicinity, but although rain threatened all afternoon and occasionally a few drops fell, the temperature was comfortable and no one suspected that rain of nearly cloud-burst proportions was flooding Chicago.

At the Morton Arboretum, after a few minutes in the administration building, meeting C. E. Godshalk and his staff, the crowd streamed out to the formal planting and spent nearly an hour there and in the plantings immediately surrounding the administration building. Then the four busses were lined up with the arboretum open-top bus in front. All were quickly filled for a tour of the arboretum grounds.

Several private cars remained that their occupants might inspect the arboretum nursery under leadership of John van Gemert, the arboretum propagator, but by 5:30 p. m. every nurseryman had left for Chicago.

At 7 p. m. everyone gathered in the meeting room at the La Salle hotel for a bountiful buffet luncheon, ample entertainment and dancing to mark the opening of the "Cold Storage Cellar". The diners numbered 248, and more came later.

Opening Session.

The sixty-second annual convention of the American Association of Nurserymen was called to order by President Clarence O. Siebenthaler at 9:55 a. m. with about seventy members present. During the next forty-five minutes the hall gradually filled.

Rev. William H. Hill, minister of the First Congregational church, Dundee, Ill., gave the invocation. Arthur H. Hill, Dundee, Ill., president of the Illinois State Nurserymen's Association, delivered the address of welcome. Lloyd Stark, governor of Missouri, was unable to attend the convention, but Paul Stark took his place, although notified only three hours before the meeting, and he presented this circumstance as an alibi for what he claimed would be an insufficient response to the address of welcome. It seems that Admiral Tausig, commanding the Pacific fleet, invited Governor Stark to be his personal guest on the fleet's summer cruise to Alaska. A special order of the Secretary of the Navy was required to make the invitation possible. Although Governor Stark felt that his duty required him to come to Chicago, he finally yielded to the advice and persuasion of friends and relatives to accept the invitation.

William J. Smart, chairman of the committee on arrangements, spoke briefly of the program arranged for the remainder of the convention.

Edward L. Baker, Fort Worth, Tex., vice-president, took the chair while



Edward L. Baker.
(President, A. A. N.)

President Clarence O. Siebenthaler read his address, published elsewhere in this issue.

After his report had been referred to committee, President Siebenthaler again took the chair and called Maurice L. Condon, Ridgefield, Conn., to speak for the executive committee and give the report of the program committee. Mr. Condon explained that he had written the executive committee complaining that the nurserymen's conventions offered too little of value to the retail nurseryman and making suggestions that might help correct this detail. He stated that while the wholesale men frequently completed sales at conventions, no sales were made by retail men and that unless something worth while was offered the retail men they would have no real excuse to attend the annual meetings. The speakers on the program for the present convention are a step in the right direction according to Mr. Condon's convictions.

The printed report of Charles Sizemore, secretary-treasurer, showing total receipts, \$17,851.98; total disbursements, \$11,999.57; balance, \$5,852.41, was distributed. His verbal report, lasting nearly thirty seconds, was greeted with loud applause.

Committee Reports.

Lester C. Lovett, Little Silver, N. J., chairman of the contact committee, left a copy of the ruling of the bureau of internal revenue that nursery workers are nonagricultural under the social security act with the president for perusal by interested members. He said that he thought the question had been decided previous to the hearing given the committee in Washington. Mr. Lovett recommended taking the ruling to court as quickly as possible, as he believes it impossible to receive consideration otherwise. The printed report of the contact committee emphasized the need of a Washington representative and related certain incidents of the past year to support that emphasis. It also recommended "that provision be made for a good, live contact committee during the following year."

Chet G. Marshall, Arlington, Neb., chairman of the legislative committee, stated that the committee had failed to prevent the passage of the amended farm forestry bill, but hoped to prevent

its operation by preventing passage of the appropriation. Congress was under the impression that this new farm forestry bill was for the benefit of the whole country. "Subsequent information indicates that sponsors of the bill were simply attempting to perpetuate the old shelterbelt plan." Attorney MacDonald, according to Mr. Marshall, suggested that the fight against the appropriation be continued by writing senators and representatives.

President Siebenthaler commended Jim Parker, Tecumseh, Okla., on securing seven new members in his state, an increase of 700 per cent. Iowa had ten of eleven members present. Canada, Delaware and West Virginia each had 100 per cent attendance, one member from each country and state. Few members from Illinois were present in the hall, for they were busy working for the success of the convention, but sixteen of the twenty members were registered. E. M. Dering, of Peterson & Dering, Inc., Scappoose, Ore., traveled the longest distance to attend the convention, and the eight members of the Oregon delegation totaled 17,600 miles traveling from their homes to Chicago. According to the increase in dues paid, Bobbink & Atkins, Rutherford, N. J., and the Outpost Nurseries, Inc., Ridgefield, Conn., have had the largest increase in business during the past year.

Washington Representative.

Benjamin J. Greening, Monroe, Mich., chairman of the committee on special fund for Washington representative, stated that the work of raising the money had been left largely with the chairmen appointed for the individual states and attributed the failure to raise the amount set almost entirely to business conditions existing when the efforts to raise the fund were first begun.

The quotas were based on the United States census report of the amount of nursery business done in each state. To date the cash received totaled \$3,933.40; the expenditures for a trip east and miscellaneous expenses for stationery, stamps, typewriter hire, etc., amounted to \$534.90, leaving a balance of \$3,398.50. Pledges and cash together totaled \$8,185.

President Siebenthaler stated that the executive board refused to authorize the expenditure of the special fund until it more nearly represented proportional con-

tributions from the industry as a whole.

Mr. Lovett explained that some money had been collected in certain states and held pending reorganization before turning it in. He stated that he would make a check for \$150 for Delaware, as that amount was collected and ready in that state. Paul Stark reported that Missouri had pledged \$300 of its quota. Paul V. Fortmiller, of Jackson & Perkins Co., Newark, N. Y., said that the New York State Nurserymen's Association, composed mostly of men from the western part of the state, had underwritten \$1,000 of the \$3,000 quota and that other organizations in the state were expected to take care of the balance. R. D. Hartman, San Jose, Cal., reported that the California nurserymen expected to raise the balance of their quota at their annual meeting in September. H. N. Dybvig, Colton, S. D., reported that \$100 was pledged and that the secretary would send it in. Frank J. Sneed, Oklahoma City, Okla., pledged \$100 for Oklahoma. Mr. Greening had subscription cards passed to everyone in the hall and promised that the fund would be held intact until all parts of the country had contributed in fair proportion.

Luncheon on the President.

President Siebenthaler interrupted the meeting to invite Jim Parker, E. M. Dering, H. N. Dybvig, George F. Verhalen, Owen Wood, W. G. McKay and R. D. Hartman, substituting for George C. Roeding, Jr., to eat dinner as his guests in settlement of the promise made of a dinner for each chairman who reached or passed his quota in the membership campaign. These deserving gentlemen were served at the front of the hall and business was carried on during the meal.

During the discussion that ensued President Siebenthaler gave his interpretation of the motion originating the fund as permitting the Washington representative and the executive committee to include all suits, etc., that became necessary as long as the fund was sufficient to cover expenses. Paul V. Fortmiller moved that the president's interpretation be sustained. The motion was seconded and carried unanimously.

William Flemer, Jr., moved that the executive committee consider and the president bring to the meeting a motion making it possible for the money in the special fund to be used as needed, par-



Nurserymen on Visit to Naperville Nurseries on the Day Preceding the A. A. N. Convention at Chicago

ticularly in fighting the nonagricultural ruling of the bureau of internal revenue, even though a Washington representative was not appointed. This motion was also seconded and carried without a dissenting vote.

Discussion of the reorganization plan and by-laws to effect it filled the afternoon and evening sessions until midnight. The leading article in this issue tells the results.

Scientific Session.

The technical and scientific session, Wednesday morning, July 14, was opened by the illustrated talk of Dr. P. W. Zimmerman, of the Boyce Thompson Institute, Yonkers, N. Y., on "The Practical Application of Growth-Promoting Substances to Plant Propagation."

Growth-promoting substances he defined as synthetic chemical compounds that produce hormone-like reactions in the plant material treated by them. All known at present are root-inducing, but it seems logical to suppose that later discoveries may be flower-inducing, shoot-inducing, etc.

Dr. Zimmerman warned nurserymen to follow closely the recommendations of research men in the use of these growth-promoting substances because the induced responses are variable between species and varieties and even between hardwood and greenwood cuttings of the same plant. For example, hardwood cuttings of apples do not respond except rarely; greenwood cuttings of ornamental varieties respond fairly well, but commercial varieties of apples respond so poorly to present types of treatment that the only recommendation is to let them alone.

During the exhibition of a series of slides showing controls and results of treatment, Dr. Zimmerman remarked that concentrations of too great strength are dangerous because of decay organisms which attack the accelerated growth much more quickly than normal growth. Younger cuttings usually respond more quickly to treatment than cuttings of older stock of the same variety, but occasionally the opposite is true. Greenwood cuttings of blueberries respond readily, but the use of hardwood cuttings is not recommended because of unsatisfactory results.

The explanation of a reel of moving pictures showing the treatment of cuttings and growing plants and the results of such treatment and of experiments concluded Dr. Zimmerman's talk. The pictures showing the response of the plants to the growth-producing substances were speeded up 300 times.

Landscapers and Nurserymen.

"The Relationship Between the Landscape Architect and the Nurserymen" was the subject of the interesting talk delivered by R. E. Burson, superintendent of parks of the state of Virginia. Mr. Burson, who served his apprenticeship in England, claimed that the term landscape designer was more fitting than that of landscape architect, for it more nearly expressed the purpose which should underlie such work. He believes that nurserymen in general are losing an appreciable amount of business because of their meager knowledge of design and composition. The public is becoming more and more alive to the possibilities of landscape design. To meet the growing public demand, nurserymen should endeavor to work more closely with landscape designers and also to add to their own knowledge of the essentials of landscape design.

When landscape divisions are set up in nursery organizations, they should be separate divisions and not part of the sales divisions if best results are to be obtained. The landscape architect as well as the nurseryman is working under certain disadvantages. For the good of both trades, some of these difficulties should be eliminated by closer coöperation. How many nurseries ever make a topographical survey before starting a landscape plan? Many nurseries are losing business because they have no landscape department or because their landscape departments are unable to give sound advice concerning excavation, grading, drainage, irrigation, etc., to individuals constructing new buildings. The landscape staff needs engineering knowledge as well as knowledge of plant material in order to give the public the service it is entitled to receive.

Mr. Burson is of the opinion that at present the training of landscape architects is lopsided in that far too small

a fraction of their schooling is devoted to gaining knowledge of plant material and also that far too few nurserymen have a workable understanding of the basic principles of design and composition. He suggested that under auspices of the A.A.N., schools should be set up in different geographical sections in which nurseries are located, said schools to be open for one or two months each year during the slack season. The fee might be \$25 or thereabouts and there should be approximately 100 in each school to study composition, design, art, architecture, engineering and architectural design. The most promising young men from each nursery should be sent to these schools, their entrance fees paid and their salaries continued during attendance. Credit should be given for work done and studies should be so arranged that the same men could return each year for several years to continue their work. The value of such men to the nurseries would be increased immeasurably, and the credits obtained from these schools would be a criterion for use in hiring new men.

Extension Landscaping.

After a recess of ten minutes, R. B. Hull, extension horticulturist, Purdue University, discussed "Selling the Planning Viewpoint and the Nurserymen's Product." The extension landscape departments of state universities attempt to educate the general public to better appreciation of landscape design, believing that more general appreciation by the public of the possibilities of landscape design will result in greater use of the plant material sold by nurserymen. Extension landscape work does not infringe on the fields of either the regular landscape architects or nurserymen, but attempts to increase their fields of operation by disseminating educational material.

A series of colored slides showing both good and poorly planned farms in Indiana together with plans for farmsteads showed how changes may be made to give more utility as well as more beauty. Mr. Hull stated his belief that nurseries should use and propagate more indigenous material. Exotic materials should be used to supplement indigenous material, not to supplant it. The more education and training given the public in the use of indigenous ma-



resident and Mrs. Siebenthaler and Henry Bock in Front Row Between Uniformed Officers.

terials, the better will be its understanding of the nurseryman's problems and the greater will be the purchases from the nurseries. With education of both rural and urban residents the demand for nursery material will steadily increase.

"A home is never a home until the grounds are developed, which means both planning and planting." Cooperation is necessary among extension landscape departments, landscape designers and nurserymen.

Dr. R. P. White, New Jersey agricultural experiment station, addressed the meeting on the subject, "Research and the Nursery Industry." He prefaced his talk, which is reported fully on another page, with comments on the fact that although agriculturists, and nurserymen in particular, in spite of the decision of the social security board, are noted for individualism, the nurserymen, by their action of Tuesday night, are to do for themselves what other agriculturists have had done for them.

Merchandising and Sales Methods.

Wednesday afternoon, July 14, was devoted to a session of addresses on merchandising and sales methods. Russell G. Creviston, advertising and sales promotion director of the Crane Co., Chicago, started with a talk on "Application of Sales Promotion to the Nursery Business." As he analyzed the industry, he said too much attention was spent on the product and not enough on selling the public the beauty of the merchandise and the artistry of the landscape plantings. Nurserymen seem to be afraid of selling effort. This was wrong, he stated, because the nurseryman is looked up to as an expert by the amateur gardener and his advice and opinion are valued. Hence he has two strikes on the buyer when he comes to make a purchase.

As to advertising copy, he asserted that if the nurseryman would seek to tell the buyer what he knows about his products, it would be the best sales message that could be employed. The sales force should be suitably equipped with such information in order to make the best headway with prospects.

Next in importance he considered the proper display of products. He was appalled by the absence of such display as he visited nurseries. In this connection he made various suggestions, such that a local building contractor might put up the facade of a house, to be provided with a typical planting. Credit to the builder in the display would pay him for the cost of his contribution to it. Another suggestion was a welcome sign to passing motorists to drive through a scenic roadway which might be built through the nursery. He thought experiments in modernization of old homes, beautifying of vacant lots and the like would extend the appeal of nurserymen's products.

He urged direct-mail advertising and the maintenance of an adequate mailing list, which he said might be made up from builders of new homes, lot buyers, garden club members, visitors to the nursery, editors of local newspapers, radio studios, schools and other institutions, besides naturally the customers and visitors to the nursery.

In filling orders, some further sales effort should be made, even if only a leaflet about other plants. Thus cus-

tomers are invited to buy further, and replacement business is always more profitable than new jobs on which everybody bids.

It was Mr. Creviston's opinion that advertising should be most effective in the nursery industry, as sellers of plants already have public good will. He thought the matter of publicity was an association job and that this great industry is so far in its infancy in respect to promotion of sales.

Management.

The talk of G. W. Sulley, of the National Cash Register Co., Dayton, O., entitled "Stepping Up Your Profits" was chiefly concerned with better management. This, he said, consists of keeping sales up, gross profit up and expenses down. The way to achieve this end is by the study of last year's record and comparison, not on the basis of dollars, but by percentages.

He likened to the dials on the automobile dashboard the records of inventory control, margin control, etc., that



Chet G. Marshall.
(Vice-president, A. A. N.)

any business man should maintain. By knowing where sales are increasing and where they are decreasing, he is able to put his sales efforts in the proper direction. The aim should be to sell more high-margin merchandise and to control the sale of low-margin merchandise in order to increase the profits. If a weekly report by departments is obtained, it is possible to see which ones are going upward or downward, which selling at a profit and which without, so that emphasis may be changed accordingly.

Expenses should be controlled and spending done where it will increase business. Modernizing may be done to cut operating costs and so increase sales and profits. Pay roll costs may be cut by proper training and supervision of employees. Interspersing his remarks with entertaining wit, Mr. Sulley held his audience closely to an otherwise dry subject.

Direct-mail Selling.

Introduced as one of the foremost authorities on direct-mail selling, Homer J. Buckley, of Buckley Dement & Co., Chicago, gave evidence of his reputation by his remarks on this subject.

No retail business, he declared, can do the utmost in selling without advertising, and especially direct-mail advertising. He quoted with emphasis the statement, "Business is sensitive; it goes only where it is invited and stays only where it is treated well."

Direct-mail selling is selective advertising, he said. While department stores and other institutions may devote a large share of their advertising appropriation to newspapers, billboards or radio, the nurseryman depends on buyers of a select group. The value of a mailing list depends on the quality of the buyers, and a list should be carefully prepared and painstakingly maintained.

No business, he said, appreciates the value in dollars of the customer except the big mail-order houses. They know that it costs \$10 to put a customer on their books and they must obtain orders three or four times a year, season after season, to make the connection profitable. The weakness of the nursery trade is its lack of appreciation of the customer's cash value.

Service he defined as giving the customer what he pays for, plus a lot of things he doesn't pay for, but which cost you nothing, such as service with a smile, thank you, etc.

Fuller presentation of these talks will appear in subsequent issues, for their value is deserving of greater space and attention.

Thursday Morning.

The Thursday morning session opened with a report by Louis Hillenmeyer, chairman of the committee on trade practices and ethics, to the effect that the committee had received no specific complaints and therefore had not been called upon to take any definite action, but that data might be secured upon which to base a code of trade practices and ethics to be promulgated when the reorganization of the A. A. N. gathered a larger percentage of the nation's nurserymen as members.

Albert F. Meehan, chairman of the quarantine committee, detailed the revoking of the domestic satin moth quarantine, the prevention of a quarantine for peach mosaic and the revision of the areas quarantined for Dutch elm disease and Japanese beetle, mentioning that special matters were handled successfully for several nursery groups.

Quarantine and Imports.

Mr. Meehan then introduced Dr. Lee A. Strong, chief of the bureau of entomology and plant quarantine of the United States Department of Agriculture, Washington, D. C.

Dr. Strong stated that since 1933, due to the increased sums allotted to the use of the bureau, the control and eradication of barberry, white-pine blister rust, citrus canker, phony peach, Dutch elm disease, pink bollworm and gypsy moth have been advanced far beyond the point expected to be reached at this time.

He stated that there are now in effect more than 200 separate and distinct state plant quarantines covering fifty-two plant pests. The multiplicity of quarantines decreases their effectiveness and makes compliance extremely difficult. The quarantine rulings for each pest should be standardized and not be different for each state. The federal bureau is making a careful review of these quarantines with the purpose of recommending standard quarantine acts that

(Continued on page 20.)

A. A. N. President's Address

Current Problems of the Industry and Efforts Toward Their Solution Discussed in Official Address by Clarence O. Siebenthaler

Regardless of the results attained, it seems to be expected of a retiring president that he recite the accomplishments of his administration and, if possible, account for the failures. At the beginning of my term as your president I made the statement, by way of observation, that "we nurserymen were pretty good at starting things, but not so good at finishing them." I find that characteristic still applies.

In this regard, however, I believe you will find an improvement in which there is a ray of hope. The activities undertaken by your officers and committees have been done with the thorough knowledge and complete approval, practically without exception, of all members of the executive committee. The rule has been that copies of all correspondence of any importance, and all questions involving the policy of the association, have been submitted to all members of the executive committee. Besides safeguarding the interests of all branches of the trade, this should accomplish another result, and that is that the worth-while activities undertaken this year can with reasonable certainty be expected to be carried on under several succeeding administrations, and those that prove to be of little value will naturally be discarded.

It is my intention to recommend for consideration of succeeding administrations certain changes in policy and additional activities which, in my opinion, might be undertaken for the benefit of the industry at large, and for the members of the American Association of Nurserymen in particular.

Of invaluable help in directing our actions this year was the address of my predecessor, Miles Bryant, given at Dallas, Tex., last year. A sincere effort was made to carry out the recommendations made by him at that time.

Membership.

One of the basic problems of this association, as of many others, is to encompass in its membership a large enough proportion of those engaged in the business to say that it really represents the industry. A great deal of study during the past year has shown that our membership, while small numerically, does represent an appreciable part of the volume of stock produced in this country. There is a disadvantage, however, in presuming to represent an industry and not being able to state definitely that our policies and actions represent the majority of those engaged in it.

It is a problem of all associations to keep the membership constantly informed of the help received from their trade organizations. This is only because it is difficult for each member to be acquainted with all the forces at work trying to tap his income and obstruct his progress, and to know at all times what his association is doing to combat these forces. Unless some means of keeping him informed is worked out, his local problems loom larger than those of the trade in gen-

eral, but only because they are closer to him. This has given rise to a regrettable situation—namely, that it is necessary for the officers and committees to consume altogether too much time in building up the membership and collecting dues when this same effort could be so much more profitably applied to other, more constructive work.

In an effort to alleviate this situation, and with the approval of the executive committee, I selected, in each state, an individual nurseryman with the title of membership chairman for his state. Although far from being a perfect system, very satisfactory results have been obtained with a minimum of effort on my part. During the year eighty-eight new members were secured. Some of these were formerly members, but for one reason or another had dropped out and have now been reinstated. I am confident that our membership will grow even faster next year than in the one just past, as few desirable prospects have been overlooked, and nonmembers will soon learn that membership in the American association is an investment that pays big returns, instead of an expense.

A quota was set for each state equal to the membership at the beginning of the year. I am happy to say that nine states have succeeded in doubling their membership. Our lone member from the state of Oklahoma came in with seven new ones, making his increase 700 per cent.

Much credit is due the state chairmen in most of the states. It could not be expected that thirty-five men would operate with equal effectiveness. Some were better acquainted with the functions and accomplishments of the association, hence did a better job than others. It is recommended that this system be used for another year with

improvements in personnel and a little more thought given to supplying these state chairmen with the necessary information and inspiration.

Finances.

The financial condition of the association is far from being satisfactory, and yet considerable pride can be taken in enumerating the many activities which were undertaken with so small a budget.

Certain steps taken by your officers are probably important enough to bring to your attention here. A check-up showed that many firms were riding along with a small payment of dues not at all in line with our accepted schedule. Wherever there was sufficient information to justify it, this matter was taken up with the member personally. I am happy to state that in no case was offense taken, and the resultant payments for dues for this coming year, together with an increased volume and new members, have accounted for an increase of over twenty-five per cent in dues paid. There are still some members not paying their just dues, and where sufficient information is available I urge that the incoming officers undertake to call this to the attention of the responsible parties. When it is considered that this is not a personal matter with your officers, but that to them is intrusted the responsibility of collecting dues in accordance with the adopted schedules, why should they not put forth every effort to collect proper dues in order to protect the interests of those who are conscientiously paying on the true volume of their business? If they do not do it, they are shirking a duty assumed when taking office. To me it seems much more important to protect those members paying their just and equitable dues than to be afraid of offending those who are not.

The cash balance on hand as of July 1, 1937, is \$5,852.41. This is nearly \$600 less than a year ago, although our income was over \$1,500 more. Not so good, you say, and I agree.

I have had the opportunity to talk to many trade association executives the past year, and when I check the amount of our dues with those paid into other associations I almost blush with shame. In most cases dues are collected on the basis of volume done and it varies from \$2 to \$5 per \$1,000 of business. In one association the dues are \$40 per month per \$100,000, or \$4.80 per \$1,000 volume per year; in another of about 100 members they each pay \$1,000 per year. We pay less than 50 cents per \$1,000 and it isn't enough. Nearly three-fourths of this is consumed in servicing the membership, and a pitifully small amount is left for constructive work. If the American Association of Nurserymen is going to serve its members as they have a right to expect, we are going to have to provide the necessary revenue and it will have to be three or four times as much as it is now. The returns could easily be ten times as large. To most of us our own business is our only source of



Clarence O. Siebenthaler.

income, consequently of first importance. Why not pay enough to get the job done right?

I strongly recommend a fluctuating system of dues based on an estimate prepared by the executive committee in the light of existing conditions and payment made at so much per thousand dollars on the volume done. If thought best, this information could be held confidential by the officers.

Official Contacts.

If any accusations of spendthrift tendencies are in order this year, they would probably be directed against the item of traveling expenses. Personal contacts with not only public officials, but with other nurserymen also, I have believed to be more conducive of results than contact by mail. I was somewhat astounded when summing up the trips that had been made during the year to find that I had attended four regional meetings, nine state and sectional association meetings and seven executive committee meetings where two or more members were present, and had made nine trips in connection with other committees, five trips to Washington, and five trips to Chicago on meetings having to do with programs and convention arrangements. In practically all cases a number of different matters were handled, and it would be difficult to apportion the cost to the particular work done. Judging from the reception received at these affiliated association meetings and from the comments, both before and after, this seems to be a duty expected of the national officers—viz., that they take part in these meetings at least to the extent of acquainting their members with national problems.

Numerous requests to attend other nursery association meetings were received, but had to be declined because of lack of funds, conflicting engagements or press of personal business.

I strongly recommend such contacts to my successor as a means of building up association good will. I believe the expenses should be borne equally by the American association and the association visited. This policy would, to a large extent, remove the criticism that our members are so scattered that it is impossible for them to attend all the annual meetings. It is appreciably less expensive to have a national officer or two attend at least each of the regional meetings each year than for those members all to come to a central point for a convention. In fact, I hope to see the time when a certain part of the program of each of these regional meetings is held under the sponsorship of the American association.

Washington Representative.

A committee was appointed to collect funds for a Washington representative, as instructed by the convention in Dallas last year. Both members and nonmembers were contacted. A complete report will be rendered by this committee, but I might say in passing that the response was not so satisfactory as had been hoped. There seems to have been a reluctance to come to the point of actually making a remittance or pledge—just why is not easy to understand. All sorts of queer restrictions were attached to payments. We must be willing to pin our faith in

the integrity and good judgment of somebody to do this job, and my advice is to select with great care association officers in whom you can have implicit trust. Obnoxious legislation and government competition doesn't wait until we have a fat treasury to combat them. Unless aggressive action is taken soon, it may be too late.

We have needed this fund badly and need it still more now, but the executive committee, to whom the expenditure of this fund is intrusted, has not spent a cent of it. It has not considered it fair or just to spend the money of those who came through as requested and have others benefit without any cost. Unless this body takes action to continue the solicitation and considerable evidence is displayed that the fund will be amply and quickly supplied, I favor returning all funds except the small cost of collection to the original contributors. In any case I favor the financing of this work as soon as possible by increased dues of the members only, so that complications of management do not arise and the officers are not saddled with restrictions that make the administration both clumsy and less efficient.

Government Relations.

Many conferences have been had with government officials, but the outcome of some are still in doubt. Most of these will be covered in the reports of the quarantine, contact, legislative, and federal and state nurseries committees, but knowing the innate modesty of these chairmen I think I should briefly outline the scope of their work.

The federal and state nurseries committee has compiled a host of figures showing the extent to which our government is competing with us in the production and distribution of plant materials, all the while straining themselves to subsidize other branches of agriculture.

It will bear repeating here that there are forty-one nurseries operating under the Clark-McNary act and twenty-five nurseries supplying stock for forest service planting on government lands, and a bill passed in Congress this session authorizes \$2,500,000 for further production and free distribution of trees and shrubs. The soil conservation service has established fifty-two nurseries to supply trees for planting on both public and private lands. The T. V. A. planted nearly eight million trees last year, most of which were grown in their own nurseries. Highway departments in some states are trying to establish their own nurseries. W. P. A. funds have been asked for the same purpose. State prisons and municipalities are getting into the business. All these and other departments of state and federal government are vying with each other to see who can produce the most stock. Numerous sales are being made back and forth between them. Leaks to private individuals are none too rare and can be expected to become much worse. A bundle of trees at the opportune time and to the right persons is often productive of good results. Even trees planted now for reforestation purposes will in many cases come back to haunt us. The end can be only imagined. A precedent exists in the seed racket, started in 1839 with an appropriation of \$1,000 and ended in 1923 with an appropriation 360 times as great. According to officials themselves intrusted with the dis-

tribution of these seeds, no known good purpose was served.

Our various committees know how many trees have been grown by most of these agencies, whether planted on public lands, and lots of other facts, but to analyze thoroughly all the statistics on hand would require far more time than could be expected of volunteer forces, and to attempt to put forth convincing arguments without complete figures and detailed studies is little short of suicidal.

Recent efforts to enlarge these governmental facilities to increase production and widen the range of free distribution makes a hair-raising story. Efforts to combat this invasion of private enterprise have been relatively successful, but there is much still to be done. Were it not for the unselfish devotion of Attorney Macdonald and his willingness to spend long hours in our behalf with no promise of remuneration, we should be still more hopelessly involved.

For really effective control of this situation, more basic plans and even legislative action will probably be necessary. At present prosaic laws prevent the federal government from entering into long-time growing contracts—but laws have been known to have been changed and these could be also, by congressional action if in no other way.


Other legislation such as the social security act, equally serious, will be discussed in full by committee chairmen, but such measures as the Walsh-Healey and O'Mahoney bills, the Robinson-Patman act and the Patman bill and their effect on our business have required much study and careful analysis, but will provoke no detailed report.

The Black-Connery bill, now pending in Congress, is worthy of the most careful scrutiny and is receiving as much time as your officers and committees are able to devote to it. This bill empowers a federal board to regulate wages and hours in all industry, excepting besides executives and professional persons only agricultural workers as the board may define them. As Senator Black put it, "Farming is seasonal. Farm workers do their tasks when the weather is right. There is no way to regulate their hours." Representative Connery said: "Congress would never pass a bill regulating hours and wages of farm workers. Further, there is a question whether it would be regarded as constitutional." Is that any more true of a cotton or fruit farm than a nursery farm? But, at the congressional hearings, many committee-men felt the exemption of agricultural labor was not sufficiently clear. Witnesses pointed out the discrepancies between rulings of the social security board, the A. A. A. and the bureau of internal revenue as to what constitutes agricultural labor. After our experience in the social security matter, there is no way of knowing what might come of this. There have been some queer mental gymnastics displayed in interpreting some of this legislation, and little evidence of improvement.

Numerous other governmental divisions have been coöperated with this year and with excellent results. W. P. A. officials have been asked to void certain bids which were not conducive to the nurseryman's interests or the public welfare. The national park service has been asked to postpone letting contracts on lists of material that was short or on lists that came out too late in the season, and it has been done. Other departments have asked us for help in certain matters and where possible this has been given. Still

ANNOUNCING

A NEW
EVERGREEN



HILL
GOLDEN PFITZER
JUNIPER

D. HILL NURSERY CO.

EVERGREEN SPECIALISTS • LARGEST GROWERS IN AMERICA

DUNDEE • ILLINOIS



THE BEGINNING OF A NEW NAME IN AMERICAN HORTICULTURE

THE original tree of Hill Golden Pfitzer Juniper (*Juniperus chinensis pfitzeriana aurea*) was found in a shipment of small Pfitzer Junipers sent from the D. Hill Nursery Company to a nurseryman customer in Virginia in 1923.

The Hill Nursery Company purchased the tree in 1928 with exclusive rights for propagating and introducing it. Since 1928 we have developed an extensive stock and have tried the tree under all growing conditions.

We now offer this interesting tree to the trade with full assurance that it is in every way similar to and equal to the well-known green form except for color. It may be grown in whatever habit you prefer to

D. HILL NURSERY CO.
DUNDEE, ILLINOIS, U.S.A.

Purchase Order 11620

Mention this number in acknowledging and also on invoice.

Post Office: DUNDEE, ILL.
Freight and Express Station: CARPENTERSVILLE, ILL.

October 31, 1928

Ordered from D. E. Hopkins,
111 W. Freemason St.,
Norfolk, Virginia.
Ship to D. HILL NURSERY COMPANY,
CARPENTERSVILLE,
ILLINOIS.

By EXPRESS

When WILL ADVISE

Acknowledge receipt and acceptance of this order and advise if unable to fill exactly as given. Everything must be in perfect condition and carefully packed. Render invoice and B/L promptly.

Terms:

(Quantity)	(Article)	(Size)	(Price)
1	Specimen of Golden Pfitzer Juniper, together with all small trees which you have on hand or which you have propagated up to date.		\$1,000.00
	Shipment to be held, awaiting our shipping instructions. Cutting of wood also to be done only according to our instructions.		

Copy of order conveying ownership to the D. Hill Nursery Co.

give your Pfitzer Juniper: upright, regular spreading form, or low spreading habit. The foliage comes out a clear canary yellow, with many of the stems also yellow, losing some of its bright color during the summer and turning to golden again in the fall.

IMPORTANT NOTICE

Hill Golden Pfitzer Juniper is not patented. We offer it to the trade in the belief it will quickly become a favorite nationally. Distinctly new and different Evergreens of real outstanding merit are not frequently introduced. Comments of some well-known firms and institutions are quoted on the next page.

*etching of natural color photograph
Hill Golden Pfitzer Juniper*

COMMENTARY

"I have viewed the Hill Golden Pfitzer in your nursery and consider it a very valuable addition to the evergreen family. It should fill a long felt need for a good Yellow Evergreen."

C. H. PERKINS, JACKSON & PERKINS,
Newark, N. Y.

"I am much enthused about the introduction of the HILL GOLDEN PFITZER JUNIPER. I can see great possibilities for this new variety as the Pfitzer Juniper is the most satisfactory Juniper in this climate."

EUGENE BROKEL,
CENTRAL CEMETERY CO. OF ILLINOIS,
Evanston, Ill.

"This is a most strikingly beautiful Golden Evergreen and will be a wonderful addition for landscaping. I am sure its unusual beauty will strongly appeal to everyone."

JOHN FRASER,
THE HUNTSVILLE WHOLESALE NURSERIES,
Huntsville, Alabama

"Your Hill Golden Pfitzer Juniper will be without question a welcome addition to the low-growing evergreens. Mr. Wirth and Mr. Bossen and I were very favorably impressed with the usual beauty of the foliage. I predict that this novelty will quickly become popular throughout the country."

LOUIS BOEGLIN,
BOARD OF PARK COMMISSIONERS, Minneapolis

"Judging from the branch you have sent us the Hill Golden Pfitzer is apparently as healthy and vigorous and well grown as the common Pfitzer Juniper. It would appear to us that you have a very valuable golden evergreen, and one well worth being proud of."

DR. DONALD WYMAN, THE ARNOLD ARBORETUM,
Jamaica Plain, Mass.

"From the sample of the foliage we judge that the new Hill Golden Pfitzer Juniper will be a highly attractive subject, and will have a distinct place in landscape work. Our information is that the tree has all the characteristics of the green form, a fact for which nurserymen will be grateful."

V. E. MARTIN, Editor
Southern Florist and Nurseryman,
Fort Worth, Texas

"There are so few golden tinted evergreens that have any real merit. The Hill Golden Pfitzer appears to be a good one."

C. M. HOBBS & SONS,
Bridgeport, Ind.

"We are most interested to receive the sample of the Hill Golden Pfitzer Juniper. We are glad to assure you that we believe it will appeal strongly to our retail trade. We predict there will be a heavy demand from these sections. We congratulate you upon this unusual introduction and hope for an opportunity to distribute it."

C. L. BOONE, General Sales Mgr.,
CHASE BROTHERS CO.,
Rochester, N. Y.

"To my knowledge there is nothing on the market which corresponds with the description you give this evergreen. It promises to be something worth while."

C. E. GODSHALK, SUPT. MORTON ARBORETUM,
Lisle, Ill.

"The foliage of the Hill Golden Pfitzer Juniper appears to have the thrift and hardiness of the regular Pfitzer Juniper. It is very beautiful and I sincerely believe that a planting along with the green type especially on large estates would be very attractive."

W. G. MCKAY, MCKAY NURSERY CO.,
Madison, Wis.

"The Hill Golden Pfitzer Juniper is very attractive and it does seem that if it proves as hardy as the regular Pfitzeriana Juniper there should be a place for such a variety and a good demand."

H. S. CHARD, STORRS & HARRISON CO.,
Painesville, Ohio

"The sample foliage of the Hill Golden Juniper mixed with the green is very pleasing. If the general shape and habit of growth is comparable to the Pfitzer Juniper, I believe it will be a popular Evergreen for the future market."

JOHN SIEBENTHALER, SIEBENTHALER COMPANY,
Dayton, Ohio

The following sizes are offered for the coming season: Fall 1937-Spring 1938

FALL AND SPRING DELIVERY

	Each	10	100
15 to 18 inch, Twice Transplanted, Balled and Burlapped.....	\$2.25	\$20.00	\$175.00
18 to 24 inch, Twice Transplanted, Balled and Burlapped.....	2.75	25.00	225.00

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Grafts 8 to 10 inch from 2" pots	7.50	60.00
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5 at 10 rate, 25 at 100 rate

We reserve the right to limit the quantity sold to any one customer

more remains to be done, but it is only possible with an enlarged personnel and a full treasury.

Committee Activities.

Much credit is due the committees that have been responsible for carrying out delegated duties with little or no promise of credit or personal gain for their efforts. Further than this, the willingness to cooperate which has been displayed by and between numerous committees where cooperation was essential is worthy of special attention. This was particularly noted in connection with our committees handling government relations and especially regarding competition of federal agencies.

This information was compiled by the secretary's office and the committee on federal and state nurseries. The legislative committee, cooperating, worked out certain policies and then, together with the contact committee, petitions were made to the proper officials, and in some cases redress was obtained, and in others only promises. The point is that without this willingness to cooperate still less could have been accomplished. Other committees have undertaken a comprehensive study of their subjects and after mature consideration decided that no aggressive steps be taken. This naturally precludes submitting a report that could be said to be thrilling. Nevertheless, the work was done in your interest, and credit should be given just the same.

News Letter.

It has always been my conviction that the membership in an association such as ours is entitled to information frequently and fully regarding the activities of those chosen to manage their affairs. With this in mind a courageous attempt was made to keep the membership informed throughout the year by means of a "News Letter" issued at more or less frequent intervals. It is my further belief that this item alone could be developed to the point where, if circulated only to those belonging to the association, it might easily develop into the one thing that could be done "exclusively for the benefit of the members" and be worth the full cost of membership. Only nineteen of these letters were sent out this year, while it was hoped that they would appear weekly, or nearly so. Anyone not experienced in this sort of work, as none of your officers were, can hardly appreciate the effort necessary to prepare these letters as they should be done. This is a recognized profession in itself, but, without adequate funds to hire this work done, we attempted to do it in spare moments while trying to operate our own businesses. No apologies are made for this first attempt. The volunteer editor is entitled to nothing but commendation.

A definite policy on just the nature of this "News Letter" should, in my opinion, be kept constantly in mind. It should not in any way compete with the existing trade papers. It cannot be expected to be entertaining reading. Certainly it cannot encompass nor include discussions on technical subjects. These items are already adequately covered. Neither does it appear that it can be used as a newspaper of the trade, reporting other association meetings, etc., nor for purely personal ob-

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This is our 83rd consecutive year.

Our Spring Catalogues
are distributed; see them,
both wholesale, and retail
descriptive.

We grow things
in **QUANTITY**;
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Fruit Trees
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Roses
Small Fruits
Hardy Perennials
Greenhouse and
Bedding Plants
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SEEDS

Complete Nursery Supply

The Storrs & Harrison Company
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servations, nor successfully as an advertising medium. It was started merely—and it is my hope that it can be continued—as a means of reporting the activities of the officers and reporting facts which would not ordinarily appear elsewhere. It is my belief that it can be made increasingly valuable each year.

In this connection I want to compliment the editors of our several trade papers. Nothing asked of them was denied—no greater cooperation could be expected. Their circulation is large and they provide the only effective means of reaching nonmembers. They are a very necessary adjunct to our business and entitled to far greater patronage and consideration than has been our wont to give them.

Reports from the different sections of the country indicate a substantial increase in volume of nursery business this year over the several preceding years. This condition can be said to be only fairly universal, there still being a number of sections and individuals that have not experienced this seeming return to prosperity.

It is only natural that our experience should be considered in the light of business conditions in general. Our national income in 1936 increased 13.5

per cent over 1935, and competent officials predict a similar increase this year over 1936. Over a period of three years an increase in income of thirty-eight per cent has been experienced, while the cost of living is said to have increased about eight per cent. Installment buying increased twenty-eight per cent in 1936 over 1935, and a still greater increase is predicted for 1937. While these figures may seem to be altogether foreign to this occasion, how can we ignore economic changes when our own business is so acutely affected by them? Are we keeping pace with the progress in other forms of agriculture and industry? Do increased taxes and wages more than offset this gain in volume? Is this seeming return to prosperity real or only a mirage?

Probably at no time in the past has the nursery business been so affected by outside forces. If we insist upon overlooking the trend in other lines, then we are likely to find that the parade has passed on and we have been relegated to the horse-and-buggy age. There are recognized problems in the nursery business, as in all others, but in no other business does the factor of time play such an important part. It is noteworthy that many of the most successful nursery firms are being man-

aged by the second, third or even fourth generations. This suggests, among other things, that it has not seemed profitable to change from one business to another as conditions fluctuate either from prosperity to depression or vice versa. For this reason we should be prepared to take advantage of more prosperous periods in order to be able to survive depression years. If history repeats itself, and it often does, our children and our children's children will some day be sitting here in a convention, and it behooves us to build an institution to which they can point with pride. Can we do more for them than to build this institution in such a substantial way as to assure them of a pleasant, profitable and healthy occupation? A national organization such as ours can only be expected to treat very generally with such problems as production, distribution, finances and employment, but there is no other agency which can so efficiently cope with the outside forces which are constantly at work endangering your and my only means of making a livelihood.

Besides the outside forces already mentioned, such as the deluge of federal and state legislation, either competing with or unfairly regulating the nursery business or taxing it to such an extent that this apparent prosperity will prove itself to be only a mirage, there is the competition of unrelated businesses which are constantly demanding a larger part of our customer's dollar. We must take steps to keep the public conscious of the important part our products play in his everyday life, the effect on the cultural qualities and health of coming generations and the opportunities of a pleasant avocation.

Unless each of us is individually equipped, financially and by means of a perfect organization, to look after these matters, it is only natural that some vehicle or agency should be contrived to accomplish this. It is my earnest conviction that in this association we have such an agency. Unless and until some one comes forth with a more effective means of handling these matters, is it not logical that we look upon membership in the American Association of Nurserymen as a basic investment necessary to the well-being of our own individual affairs?

Reorganization.

Much criticism in recent years has been directed at the management of the American association by members and nonmembers alike. Some of it has been merited—some, based upon lack of information or misinformation, not at all warranted. Until recently, however, no practical, workable suggestion has been put forth to better the situation. The executive committee was delegated the job of working out an improved plan of organization for a national association of nurserymen and has spent an unbelievable amount of time during the past year in an effort to accomplish this thing. Their findings and recommendations will form a prominent part of this program, but it may not be out of place to state briefly here what seem to me to be the basic essentials of this plan.

The committee had a distinct advantage in its work this year in having at its disposal all previous plans for reorganization. All of the criticisms and complaints were analyzed, tabulated and boiled down under certain general headings.

In January, a meeting was held in Chi-

cago for the purpose of getting the viewpoint of various nursery associations. Every affiliated and active nonaffiliated organization of which we had a record was asked to send a representative to this meeting. Of thirty-six associations invited, thirty-one sent representatives. This meeting lasted from early in the morning until late at night and resulted in a unanimous decision in favor of certain principles.

It seems to be pretty generally agreed that the objective of all this reorganization talk is to provide a national organization in which every nurseryman in the country, large or small, will feel that his interests are properly protected and his influence felt. Along with this goes the responsibility, of course, of paying the cost of such an organization in proportion to the benefits received.

I am of the opinion that unless we dispose of this subject and apply our efforts to the things which are really menacing our industry and get to work constructively on new projects, it won't be long until there is no need either for a reorganization, a Washington representative, or anything else but the undertaker or the sheriff.

Annual Meeting.

It might not be inappropriate at this time to mention one of the complaints which stood well near the head of the list—namely, that our business programs were not of sufficient interest to warrant attendance at the annual meeting.

This year's program has been built with the idea of furnishing something of value to each of you. We do not expect that each one will be particularly interested in every part of it. With the diversification of interest in a group as large as this, that would be impossible.

Although funds have been limited, no better authorities could be found on their several subjects than those that you will be privileged to hear. If you really mean business and want to im-

prove your own prospects, then I don't believe a single one of you will go away without having felt that your attendance at these meetings has been time and money well spent.

Association Activities.

Throughout the year it has been my privilege to visit offices and talk with executives of a number of trade associations and other organizations. From contacting these groups I have been able to compile a list of the activities which other associations consider most important to their membership, and then from these select a number which might conceivably be useful to us.

For your consideration and for whatever use my successors care to make of this material, I am suggesting the following list of additional activities which I think might warrant further study and possibly adoption—not all at one time, but as facilities and the demand develop.

1. A program of consumer education—pamphlets, bulletins, demonstrations, lectures to teach the public new and better, appreciation of, uses for, and applications of plant materials.

2. News service to make available free to newspapers, magazines and other media, authentic information, including articles of interest concerning the news, service, products and standards of the trade, as well as of the association.

3. Publish a plant buyers' guide for use of landscape architects, gardeners of private estates, park and cemetery superintendents and members.

4. An advertising service—to supply members with material, suggestions, guidance or other aids for their own individual advertising, such as layouts, newspaper mats, direct-mail letters and circulars, and otherwise assist in promoting better merchandising and improved sales methods.

5. Study and develop a plan of in-

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We offer for Fall 1937 and Spring 1938 our usual line of

HARDY DECIDUOUS FLOWERING SHRUBS

HEDGE PLANTS, EVERGREENS

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FOREST TREE SEEDLINGS for soil-erosion control and reforestation

NATIVE PLANTS for parks and roadside planting

in both nursery-grown and collected stock

NATIVE FERNS, NATIVE EVERGREENS, HEMLOCK,

AMERICAN HOLLY

KALMIA LATIFOLIA (Mountain Laurel) and **RHODODENDRON**

MAXIMUM in lining-out and finished stock

CALIFORNIA PRIVET, 1 and 2-year, all grades

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stallment selling for exclusive use of the members of the association.

6. To collect and study typical business forms and contracts and possibly develop improved standard forms.

7. Information service to members only, to supply all factual material on any scientific subject, gathered and compiled largely from reports of state experiment stations, United States Department of Agriculture, or privately operated institutions doing research work with plants.

8. Collection and distribution of inquiries for products or services of members, advising members of opportunities to bid or quote on contracts, plant materials wanted, or proposed landscape developments.

9. Collect data on closed transactions and disseminating reports showing prices received for various nursery products on government purchases.

10. Conduct meetings of regional or local groups in different sections to give benefits of national contacts without too extensive travelling of members.

It is only fitting that my concluding thoughts should turn to the helpful attitude that has characterized my experience with all of you. Naturally, there have been times when our viewpoints were not in harmony, but at no time can I say that this was attributable to anything but an eagerness to be of assistance. There were times when the fur flew thick and fast, but that is a healthy condition and a basic necessity if the association is to be made the force that we all hope for and need.

In serving as your president, I've benefited more than you. I've had an opportunity, greater than yours, to get personally acquainted with most of you and to cement existing relations both personally and by correspondence. And were there no other cause for expressing my appreciation this would suffice.

May I assure you of my continued interest and coöperation and the hope that my successors will enjoy the same courtesies and cordial relations with which you have seen fit to favor me.

MASSACHUSETTS MEETING.

The nurserymen's meeting to be held Wednesday, July 28, on the campus of the Massachusetts State College, Amherst, as part of the farm and home week of the state college, is now in its third year and, from the general interest shown in it, bids fair to become an annual event.

R. A. Van Meter, head of the division of horticulture at the college, will welcome the visitors in French hall at 10 a. m. Then, with George Graves, assistant research professor at the Walham field station, as leader, the meeting will undertake an open discussion of a miscellany of topics of current interest to the nursery industry. Following this discussion, Arnold Davis, extension horticulturist, Massachusetts State College, will talk on the point of view of the consumer in regard to plant merchandise and merchandising; his subject is "What the Public Wants."

At 1:45 p. m., the meeting will reconvene to hear Ralph W. Donaldson, extension agronomist, Massachusetts State College, tell of "Some Principles of Soil Management." To conclude the program, Richard Wyman, of the Bay State Nurseries, Framingham, Mass., will discuss "Soil Management in the General Nursery."

Taxus Cuspidata Capitata

(Upright Japanese Yew)

Definitely the hardiest and best of the evergreens. Thrives in all locations. Requires little attention. Virtually free from pests. Shears to any desired effect. Transplants easily. Ranks as tops for hedging purposes. From the largest block of Japanese Yews in America, we supply well grown, well furnished stock, each tree with an individual leader, of true upright parentage, in sizes ranging from two feet to eight feet in height.

Prices quoted on request.

Special Prices in Carload Lots

PIERIS JAPONICA (Japanese Andromeda), CORNUS FLORIDA RUBRA (Red Flowering Dogwood), MAGNOLIAS, AZALEAS, RHODODENDRONS (Grafted Named Varieties), Lilacs (in a large assortment), Perennials, ROSES (Almost a thousand varieties), Shade Trees, SHRUBS, EVERGREENS, RARE AND UNUSUAL PLANTS.

Visit our 500-acre nurseries, our eight acres of greenhouses and select your needs. You will be made welcome.

Catalogues or quotations as requested.

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FRUIT TREE SEEDLINGS

Large growers of Washington and Kansas-grown Apple and Pear Seedlings; Portland-grown Mahaleb, Mazzard, Myrobalan and Quince stocks.

We carry a complete line of general nursery stock.

Send list of your wants for prices.

SHENANDOAH NURSERIES

A. F. Lake
Pres.

Shenandoah, Iowa

R. S. Lake
Sec.-Treas.

OBITUARY.

Mrs. William J. Smart.

Dorothy Smart, wife of William J. Smart, of the D. Hill Nursery Co., Dundee, Ill., died July 6, at the Sherman hospital, Elgin, after an extended illness. As active and popular as her husband at nurserymen's conventions, she will be much missed by their numerous friends. In 1931 she was elected treasurer of the Ladies' Auxiliary of the American Association of Nurserymen, and her death came on the eve of the A. A. N. convention, at Chicago this week, for which Mr. Smart was chairman of the local arrangements committee.

Born in England thirty-nine years ago, she leaves a brother, Jack Richardson, besides her husband; a son, James, 12, and a daughter, Betty, 14.

Funeral services were held at the Episcopal church at Dundee July 8.

Fred Nelson.

Fred Nelson, owner of the Beverly Hills Nursery, Milwaukee, Wis., died July 2 at his home, after a month's illness. He was 69 years old. Born in Denmark, Mr. Nelson came to America fifty-two years ago and went to Milwaukee two years later. He is survived by his widow and four daughters. Funeral services were held July 6, with burial in the Valhalla cemetery.

State Summer Meetings

IOWA MEETING AT CHARLES CITY.

The Iowa Nurserymen's Association held its summer meeting July 1 as the guest of the Sherman Nursery Co., Charles City, Ia. Including visitors from Minnesota, Wisconsin, Illinois, Nebraska and South Dakota, there were 125 nurserymen present to enjoy the program. Six professors from Iowa State College, headed by B. S. Pickett, director of the department of horticulture, were also in attendance.

After a morning spent inspecting the grounds of the Sherman Nursery Co., dinner was served at the St. Charles hotel. The dining hall was decorated for the occasion with material from the nursery and the diners were entertained with vocal and instrumental music.

The afternoon started with a short business session, presided over by H. S. Welch, president of the association. Andrew Ver Ploegh, Pella, vice-president, and C. C. Smith, Charles City, secretary-treasurer, were also present. Chet Marshall, Arlington, Neb., chairman of the legislation committee of the A. A. N., addressed the meeting on "Nursery Legislation" and was followed by Prof. T. J. Maney, Iowa State College, who described "Experiment Station Work with Reference to Horticulture." Professor Pickett, who told of the "Short Course for Nurserymen," was the last of the scheduled speakers. After a general discussion, the meeting adjourned.

Although the scheduled program was planned for July 1, an invitation was issued to all nurserymen arriving in Charles City June 30 to attend a steak dinner at the St. Charles hotel. Fifty-five accepted the invitation.

OKLAHOMA NURSERYMEN MEET.

The Oklahoma State Nurserymen's Association met at Norman, Okla., June 30 for its regular summer meeting. Sixty-one members and guests were present. The meeting was called to order by V. E. Bryan, Oklahoma City, president, and W. E. Rey, Oklahoma City, delivered the invocation. Howard G. Jensen, of the University of Oklahoma, welcomed the gathering with a short address stressing the points that those present were paying their part toward the support of the university, that the university's facilities were available and that nurserymen should take a deeper interest in and keep in closer contact with the institution.

President Bryan called attention to the shortage of ornamental nursery stock and warned that prospects are for better and more profitable business the coming season. Dr. F. M. Rolfe, plant pathologist of the A. & M. college, gave an address, or rather a lecture on apple diseases, discussing the matter as if he were teaching a class. Much valuable information was received, particularly by those present who are actually propagators and growers of apple stocks. Dr. Rolfe used specimens showing the different stages of blotch from the seedling understock to the fruit.

Immediately after Dr. Rolfe's lecture, dinner of barbecue was served in old-fashioned picnic style. Plenty of deliciously cooked meat and the trimmings were on hand and ready to serve due to the efforts of C. E. Garee, Noble, and

Howard Jensen, Norman. Two hours were devoted to eating and visiting. Many old-timers in the nursery business who have been staying away from meetings were on hand. Thomas Rogers, Winfield, Kan.; Ben Davis, Tahlequah; J. W. Tettrick, Blackwell, and others not seen at conventions before found time to be with us. Ten new members were added to the association.

Joe C. Scott, president of the Oklahoma state board of agriculture, the first speaker of the afternoon, gave a clear and understandable statement of the policies of the department in relation to the nurseryman, giving assurance that unqualified nursery stock will not be dumped into our state from the outside. He also gave the nurserymen to understand that they would be required to have their stock clean and up to grade before they would be permitted to distribute it. He asked the nurserymen to cooperate with the department in the enforcement of the new law by themselves complying with it and gave assurance that partiality and politics would not be a factor in the selection of inspectors. Mr. Scott's statement was the first concise statement ever to be made by any president of our board as to what nurserymen may expect from the department and it was thoroughly appreciated.

Virgil McPhail, state rosarian of Texas, told us of the efforts being made by the state and the rose growers of Texas to eliminate certain rose diseases. He suggested that we buy only from those who have consistently treated their stock in the fields during the growing season and assured us that the state of Texas would not certify diseased stock and the shipment of inferior and infected plants would be prevented in so far as was possible.

Dr. McGinnis, of the college, substituted for Dr. Cross and gave an outline of the summer short course. J. T. Foote, Durant, outlined what had been done by the tax commission as to sales tax on nursery stock. Nurserymen do not have to pay sales tax on the products they grow, but sales tax is required on sales of stock purchased and resold. A round-table discussion of "What I Have in Surplus" was participated in by Ben Davis, J. T. Foote, Jim Parker, Tecumseh; Thomas Rogers, and

AMERICAN NURSERYMAN

C. M. Nelson, Enid. Mr. Garee, Mr. Jensen and their assistants were given a vote of thanks for their part in making the meeting successful.

J. A. Maddox, Sec'y.

NEW JERSEY SUMMER MEETING.

The New Jersey Association of Nurserymen met June 29 at the Log Cabin, an attractive building made of peeled logs, on the shores of Weston Mills water reservoir. Almost ninety had registered by 10:30 a. m. Dr. William A. Martin welcomed the nurserymen and Col. E. P. Phillips, president of the association, outlined the program and gave some of the reasons for such a field day.

Dr. R. P. White, as chief of arrangements, gave further details concerning the activities for the day and then gave a talk on the azalea spot disease. He was inclined to be optimistic regarding the effect of this disease on azaleas of northern nurserymen, but stated that special care must be exercised when azaleas are in the greenhouse. A number of lantern slides showed clearly the effects of the disease.

Dr. Robbins, plant pathologist, next showed three reels of motion pictures illustrating the effect of various plant nutrients. Along with this he gave an interesting talk explaining the various items.

Luncheon was served to 110 persons. Many of whom carried their plates out to watch the Rototiller and Ariens-Tiller demonstration. After lunch Mr. Cross, soil chemist, gave an interesting talk on soil analysis and its meaning.

Edgar G. Rex, supervisor of plant pest control, gave an optimistic report on the Dutch elm disease and expressed the opinion that this might be finally stamped out.

Dr. C. C. Hamilton spoke on insects that might give trouble in the nursery within the next few months and discussed various remedies and control measures. Following this, citations, described by President Phillips as "the highest honor the nursery industry could bestow," were presented to Fred Osman, Dr. Martin and Cornelius Hess, who were visibly affected because of the complete surprise.

A roll call showed thirty-five member firms represented and later in the day a number of persons were noted who had not been present when the roll was called.

Following a discussion of nursery re-



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Send 1937-38 quantity want list now for prices and information about

**Paid-Part-Way
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Large assortment of popular varieties

HOWARD ROSE CO.
Hemet, California

Oregon-grown ROSEBUSHES

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PETERSON & DERING, Inc.
Wholesale Rose Growers
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New Rose TEXAS CENTENNIAL (Red Hoover)

Plant Patent No. 162

Ask for color illustration
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Also for our general list
of roses.

DIXIE ROSE NURSERY
Tyler, Texas

Complete line of
General Nursery Stock
C. R. BURR & CO., Inc.
Manchester, Connecticut

PRIVET and BERBERIS
Splendid Stock
Write for Special Quotations
LESTER C. LOVETT
Milford Delaware

LINING-OUT STOCK
Evergreen Seedlings, Transplants,
Maples, Nut and Apple Trees.
Send in want list for fall booking.
Special reduced prices.
MATHEWS EGGERT NURSERY
North Muskegon, Michigan

JEWELL Wholesale
Hardy Minnesota-grown
Nursery Stock and Liners
THE JEWELL NURSERY CO.
POUGH N
Lake City, Minnesota

DOUGLAS FIR SEEDLINGS
\$22.50 per 1000; \$200.00 per 10,000
\$1750.00 per 100,000
Finest quality from northern Colorado
and Wyoming seed.
A complete stock of lining-out ever-
greens and shrubs. Preliminary list
mailed on request.
SCOTCH GROVE NURSERY, Scotch Grove, Iowa

organization, A. J. Jennings reported on the C. E. N. meeting and offered the following resolution: Resolved that the New Jersey Association of Nurserymen revise its annual dues to include membership in the A. A. N. and the Council of Eastern Nurserymen. This was unanimously carried. Mr. Chisolm, secretary of the Maryland Nurserymen's Association, pointed out that the national association is powerless unless backed by a strong state organization and emphasized the importance of getting every possible member.

Fred Osman, speaking for the market development committee, asked for an expression of opinion on the proposed garden show to be held during April or May in the Port Authority building. The response was weak, as apparently there is little interest in the proposal. Fred Leubuscher pointed out that it has taken the New York Florists' Club many years to put over the New York flower show. The matter was referred to the executive committee for further discussion. George Jennings, as an associate editor of Horticultural Topics, gave a well earned tribute to Fred Osman, editor of Horticultural Topics, for the splendid manner he is carrying on the paper. A standing tribute to F. H. Schmidt, our lately deceased member and friend, was given with deep sincerity by the entire group.

The meeting now adjourned and the group went out to the tractor demonstration. After inspecting the shrub planting and also the extensive turf plots, everyone repaired to the Hotel Woodrow Wilson, where many discovered an oasis. Some difficulty was experienced in prying them away from this up into the dining room. Seventy persons were present at the dinner, which ended with a few raconteurs among the group entertaining the gathering with talks and stories. A cordial invitation was extended to attend the midsummer meeting of the Maryland association which will be held sometime late in July. The general feeling was that the meeting was most successful. No doubt plans will be made for something along the same line next season.
L. C. Schubert, Sec'y.

PATENT NEW WHITE ROSE.

It is announced by Rummler, Rummler & Woodworth, patent lawyers of Chicago, that the following new plant patent for a rose was issued June 29, 1937:

No. 253. Rose. J. H. Nicolas, Newark, N. Y., assignor to the Jackson & Perkins Co., Newark, N. Y. A new and distinct variety of white rose, characterized by its vigorous constitution, its uniform performance under various climatic conditions, thereby enlarging its climatic range beyond that of any known rose of the hybrid tea class; its large-size flowers, and great floribundity.

WILLIAM G. IRVINE, sales manager of Wahl & Ferguson, tree surgeons of Rye, N. Y., died July 1 at the summer home of his parents in East Northfield, Mass., at the age of 46.

HOMER S. KEMP, assistant manager, and George W. Colborn, Jr., of the Bountiful Ridge Nurseries, Princess Anne, Md., have been on an inspection tour of the firm's crops at Birmingham, Ala. En route they made a tour of the peach-growing sections of North and South Carolina and Georgia and on the way home they visited nursery centers in Tennessee and in the Shenandoah valley, Va.

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New!



See this beautifully-illustrated new book, answering every question about Evergreens. Produced by America's leading Evergreen Nursery with a background of 80 years' experience with Evergreens. A cloth bound book, 7x9 1/2", containing 320 pages. There are 50 chapters, including complete information on uses, descriptions, propagation, historical and cultural information pertaining to Evergreens. 360 illustrations, 45 in full color. Price \$3.50, postpaid, anywhere in the United States. Sent with full privilege of approval.

D. HILL NURSERY COMPANY
Box 305 DUNDEE, ILLINOIS
Evergreen Specialists America's Largest Growers

20,000 **ELMS**, American, Vase,
Moline, up to 4 inches,
transplanted.

4,000 **MAPLE**, Norway, up to 2 1/2
inches, transplanted.

2,000 **WILLOW**, Thurlow, 8 to 10
ft. and 10 to 12 ft.

10,000 **SPIRÆA**, Vanhouttei, 3 to
4 ft. and 4 to 5 ft.

Send for list on many other items.

C. M. HOBBS & SONS, Inc.
Bridgeport, Indiana
Largest Nursery in Indiana. Established
1875.

Princeton Nurseries
of PRINCETON, N. J.
SUPERIOR
Hardy Ornamentals

LINING-OUT STOCK
Connecticut Valley Grown
Seedlings - Rooted Cuttings
Evergreen and Deciduous
Write for List
C. E. WILSON & CO., INC.
Manchester, Connecticut



EVERGREENS

For Seventy years growers
of Quality Evergreens
Lining Out Stock a Specialty
Write for Trade List

EVERGREEN NURSERY CO.
Established 1864 STURGEON BAY, WIS.

Canterbury Boxwood

Buxus suffruticosa and *B. sempervirens*.
Selected uniform plants; bushy and foliated to
center; masses of fibrous roots. Finished speci-
mens from 4 inches up, ready for quick shipment.
Prices lower, plants larger. Ask for special list.
CANTERBURY, Box A, Easton, Md.

A. A. N. CONVENTION.

(Continued from page 12.)

may be passed by the several states affected.

Quarantine 37, which governs the importation of plant material from foreign countries, is now being administered solely on the basis of the risk of importing plant pests. Additional legal authority is needed to require that importations of certain stock be grown under federal inspection for definite periods after importation to secure effective pest protection. Dr. Strong's statement of the liberalization of quarantine interpretation was a welcome one and will be published in detail in the next issue.

In answer to questions from the floor Dr. Strong said that pest control on ornamental trees and shrubs tied in with forest insect work. Quarantine 37 is not a tariff measure, but an effort to prevent the movement of plant pests. The act did not provide authority for exclusion or monopoly, although it rather worked that way for a time. Now the act is administered on the basis of pest exclusion.

Committee Reports.

The report of the committee on botanical gardens and arboreta, Robert Pyle, chairman, was printed as a 36-page pamphlet, which lists the principal gardens and arboreta in the United States, Canada and the West Indies with pertinent information about each one. Harlan P. Kelsey, a member of the committee, announced that the national arboretum in Washington should be considered only a beginning, for at least six and probably seven national arboreta are needed to meet the problems encountered in the various climatic zones included in a country the size of the United States. He also mentioned that the new edition of Standardized Plant Names would be ready for the printer about the end of the year.

Paul Stark, chairman of the committee on market development and publicity, reported that the real work of the committee had been postponed in view of the greater importance of securing money to support a Washington representative. A motion was carried to continue the authority, given in 1936, of this committee to solicit funds for publicity under advice and control of the executive committee.

Governmental Nurseries.

Chet G. Marshall, in the absence of E. C. Hilborn, chairman of the committee on federal and state nurseries, read the report of this committee, which outlined the danger of federal and state nurseries' encroaching on the nursery trade. Lacking funds the committee was handicapped and unable to secure results desired.

J. M. Ramsey, president, Texas Association of Nurserymen, said that through cooperation of Texas nurserymen Texas laws have been revised to permit nurserymen to transport their own stock without onerous restrictions and to free nursery stock from the special property tax that was becoming oppressive and that if nurserymen nationally would get together and cooperate their success would be assured.

The report of the necrology committee, F. R. Kilner, chairman, was followed by a moment of silence during which all



Three Members of Local Arrangements Committee at Chicago Convention.
(Ernest Kruse, Chairman W. J. Smart and Elmer Clavey.)

present stood with bowed heads in memory of departed members.

Final Session.

The final session of the convention, Thursday afternoon, July 15, opened with a motion presented by Ex-president Miles Bryant, with a statement that on adjournment Tuesday on the hour of midnight after the discussion of reorganization it was believed that the action taken required clarification. He therefore moved a resolution to construe the motion adopting the report of the executive committee acting as the committee on reorganization to effect amendment of the by-laws by striking out the old constitution and by-laws, substituting therefor the new set, to take effect at the adjournment of the convention, the new officers to proceed as rapidly as possible with the program of reorganization. Upon being seconded by Albert F. Meehan, the motion was unanimously adopted.

Washington Representative.

Lester C. Lovett reported in behalf of Benjamin J. Greening, chairman of the Washington fund committee, that the pledges received during the convention brought the total thus far raised only to \$6,600, too little for a representative of the type desired. He believed, however, the fund might be used to proceed with a test case in regard to the exemption of the nursery industry under the provision for agricultural labor in the social security law if the permission of subscribers to the fund were obtained. President Siebenthaler stated that \$30,000 was needed for the first year of the Washington office, inasmuch as initial expenses and equipment would be needed on top of the operating cost. He did not believe that any start ought to be made unless a sufficient amount was received to carry through.

Thereupon the representatives of various state organizations indicated their guarantee of state quotas or the unraised balances with the result that the figure of \$9,000 was reached. It was believed, also, that the eastern

states, now that the reorganization plan had been put into effect, would join with the others in completing the fund necessary. Harry Malter moved that the executive committee proceed when pledges total \$15,000, and that sentiment prevailed.

Officers Elected.

Paul Fortmiller, reporting as secretary of the meeting of delegates from affiliated state and regional associations to nominate officers, stated that Miles Bryant had acted as chairman of the meeting and twenty-nine of thirty-three affiliated organizations were represented. The nominees were duly elected as follows:

President—Edward L. Baker, Fort Worth, Tex.

Vice-president—Chet G. Marshall, Arlington, Neb.

Executive committee, to serve two years—Clarence Siebenthaler, Dayton, O., Lester C. Lovett, Little Silver,

PEONIES
All types, including Tree Peonies
The Cottage Gardens
Lansing, Mich.

PROFITABLE PEONIES

Best Varieties. Attractive prices.
Fine Quality Roots, liberally graded.
26th Annual Catalogue ready.

HARMEL PEONY COMPANY
Growers of Fine Peonies since 1911.
Berlin, Maryland.

HERBS

Pot-grown plants; over a hundred varieties.
Dried Herbs for Flavoring and Fragrance.
Other plants of unusual character and with the charm of old-time gardens.

Write for Catalogue
WEATHERED OAK HERB FARM, INC.
BRADLEY HILLS, BETHESDA, MARYLAND

WHEN IN THE MARKET FOR IMPORTED TREE SEED

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120 East 16th St., New York, N. Y.

GOLF NURSERY

Shermer Road Northbrook, Ill.
15 miles northwest of Chicago.

- 7,000 *Ulmus urnii*, Vase elm, 1 1/4 to 4 ins.
- 3,000 *Ulmus Moline*, Moline elm, 1 1/4 to 3 1/2 ins.
- 1,500 *Acer platanoides* Schwedleri, Schwedler maple, 2 1/4 to 4 ins.
- 500 *Juniperus Cannartii*, Can-nart red cedar, 3 to 5 ft.
- 500 *Juniperus glauca*, Silver red cedar, 3 to 5 ft.
- 500 *Juniperus Schottii*, Schott red cedar, 3 to 5 ft.

PEACH PITS

THE
Howard-
Hickory
Company

Hickory, N. C.

PEACH PITS

OUR PITS COMPARE FAVORABLY
WITH THE BEST

HOGANSVILLE NURSERIES

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LATHAM RASPBERRIES CHINESE ELM Hardy Strain

Northern Apple Seedlings

ANDREWS NURSERY

FARIBAULT, MINN.

Wholesale Growers of
Grapevines, Currants,
Gooseberries, Blackberries
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Detroit Next Meeting Place.

The meeting of delegates recommended Detroit as the next place of meeting. W. G. McKay, Madison, Wis., suggested that Chicago would be a better place of meeting for next year. Paul Stark named Toronto, and Leon Smith, Winona, Ont., spoke in behalf of the Canadian city.

The final vote showed Detroit the winner with forty-eight votes, while Chicago polled twenty-four; Toronto, seven, and Dallas, Tex., one.

Much prominence was given to the candidacy of San Francisco for the 1939 place of meeting, since there will be a world's fair in that city then, while New York wants the meeting in 1940 for a similar reason.

Praise of Retiring President.

While encomiums of municipalities were flying about, some one suggested that the retiring president, Clarence O. Siebenthaler, be not forgotten for the tremendous amount of work he had done during the past year. A rising vote of thanks was accompanied by prolonged and loud applause.

When the new officers were called upon, Edward L. Baker took the chair with an expression of appreciation for the honor, which he said "would not be an honor if one did not honor the job." He referred to the labors of the retiring leader, and his remarks were echoed by the new vice-president, Chet G. Marshall, and the old directors, Lester C. Lovett, Miles Bryant and Owen Wood. Avery H. Steinmetz expressed his happiness at election to the office and his desire to help.

Then Herman Brummé advanced to the platform to show Mr. Siebenthaler the personal esteem of the convention members, who, in return for the time he had given them, voluntarily contributed that day to give the time to him. The present was a handsome wrist watch, and it was accompanied again with the loud applause of the members as the convention concluded.

Exhibits.

No attempt was made at this convention to assemble a group of commercial exhibits of nursery stock and supplies. Instead, on display boards at the back of the meeting hall were shown examples of direct-mail sales literature used by landscape nurserymen to contact the public and make sales. There were six of these boards, each 3x6 feet, and a great many different pieces were presented. The many interesting features of advertising to make retail sales drew the study of those in attendance at the meeting. Detailed discussion of the outstanding examples of interest in this display will appear in a subsequent issue.

Nursery firms, instead of displaying stock, contributed to the support of the "Cold Storage Cellar," and their names were displayed on placards on the tables in that room, including Storrs & Harrison Co., Painesville, O.; Jackson & Perkins Co., Newark, N. Y.; Cole Nursery Co., Painesville, O.; Greening Nursery Co., Monroe, Mich.; Buntings' Nurseries, Inc., Selbyville, Del.; D. Hill Nursery Co., Dundee, Ill.; Chase Nursery Co., Chase, Ala., and

A. MCGILL & SON FAIRVIEW, OREGON

Wholesale Only

Our usual line of quality nursery stock, including Shade and Flowering Ornamental Trees and Specialties, Fruit Tree Seedlings and Roses.

Grown Right and Packed Right

*A card will bring our list of items
that will make you some money.*

FRUIT TREE STOCKS

Mahaleb Cherry
Myrobalan Plum
Native Plum

FOREST TREE SEEDLINGS

Russian Mulberry
Catalpa Green Ash
Honey Locust, Thornless
Black Locust Honey Locust
American Elm
Soft Maple Osage Orange

Write for Attractive Prices.

WINFIELD NURSERIES, Winfield, Kan.

MILTON NURSERY CO.

Milton, Oregon

"Pioneer Nursery of the Northwest"

Fruit, Shade, Flowering and Ornamental Trees, Fruit Tree and Chinese Elm Seedlings. Car lot advantages to all points east.

Send for our Trade List.

PACIFIC COAST NURSERY

1436 N. E. Second Ave. PORTLAND, ORE.

Largest Fruit Tree Seedling Growers
in America.

We accept growing contracts for 3 to 5 years.
Quality stock. References on request.

John Holmason, Prop.

ORENCO NURSERY CO.

Orengo, Oregon

Wholesale Growers

Fruit, Shade, Flowering Ornamental
Trees, Fruit-tree Seedlings, Roses, Etc.

Very complete line of quality stock

Small Fruit Plants

Evergreens — Shrubs

Lining-out Stock

Send for Complete Trade List

SCARFF'S NURSERIES

New Carlisle, O.

HILL'S EVERGREENS

Complete assortment of lining-out sizes
Also larger grades for landscaping

Send for our wholesale catalogue

D. HILL NURSERY CO.

EVERGREEN SPECIALISTS

Largest Growers in America
Box 402 DUNDEE, ILLINOIS

What Does Overhead Irrigation System Cost, per Acre?

Are you interested in knowing what an irrigation system costs? Our literature shows at a glance what an acre with lines 150 feet long cost, or what an acre with lines 700 feet long cost, with all the lengths in between. It also shows what the main costs per acre, with different length lines, and with different size pipe.

You will also find tables giving correct pipe sizes for the different length lines, and with various size nozzles. Also, friction loss tables and tables showing discharge from nozzles under various pressures. This literature will be mailed on request and should be preserved for future reference.

C. W. SKINNER & CO.

NEWFIELD, N. J.

Pacific Coast Nursery, Portland, Ore. At the last-named table John Holmason had 150 gallons of his now famed apple juice for the refreshment of visitors.

Two groups of nursery stock did appear, several small balled and burlapped evergreens from the Bay State Nurseries, Framingham, Mass., and several evergreens and rhododendrons from Bobbink & Atkins, Rutherford, N. J.

The Garden Shop, Kansas City, Mo., showed photographs and films of its automotive tree movers, as well as a couple of its evergreen carriers; devised in their own nurseries, these meet a real need felt by others in the industry. A. M. Leonard & Son, Piqua, O., had the usual table of tools.

Houghton Mifflin Co. displayed the new Garden Dictionary, an outstanding piece of horticultural reference work.

Klehm's Nursery, Arlington Heights, Ill., showed a couple of boxes of fruit of the White Perfection currant, a sport of Perfection currant, of which a box was also displayed.

Merck & Co. had an exhibit of Hormodin-A in a hotel room, and the Bunn Tying Machine Co., Chicago, similarly displayed its tying devices.

CONVENTION NOTES.

Between rapidly moving business sessions and much entertainment, there was no time hanging on anybody's hands. The use of printed reports by several of the standing committees to save time usually required in reading them was a welcome innovation. The short oral reports were heard with the more interest.

Fifty women went over to the WGN broadcasting studio on the evening of July 13 to hear the Northerners' radio program.

Mr. and Mrs. J. B. Baker, Fort Worth, Tex., parents of the vice-president, were in the Holy Land at the time of the convention, being on a three months' trip abroad.

At their annual luncheon the Ladies' Auxiliary elected the following officers for the ensuing year: President, Mrs. Bert Miller; vice-president, Mrs. William Kelly; secretary, Mrs. George White; treasurer, Mrs. Harry Malter.

The Baby Ramblers enjoyed the largest attendance in many years at their breakfasts during the convention.

James Ilgenfritz was the only member of the executive committee of the past year not in attendance. He had resigned three weeks before, because his duties as colonel in the Michigan national guard required his presence in camp at the time the convention was held.

Thoroughly successful in every other

way, the local arrangements committee came out ahead in its finances. Chairman William J. Smart reported raising, with contributions and registration fees, over \$2,400, yielding a balance of about \$200 above expenditures. And this in spite of lavish entertainment!

The banquet Wednesday evening was reminiscent of the old days of prosperity. The diners filled the banquet room at the Hotel La Salle. Excellent entertainers whiled away the dinner time, and a 10-piece orchestra furnished music for dancing until after midnight. Favors in the form of hats, particularly those for the Baby Ramblers, were much admired, balloons were everywhere, and merriment was continuous throughout the evening.

The United States Retail Nurserymen's Association held a meeting Wednesday evening on the call of W. G. McKay, secretary.

The American Nurserymen's Protective Association held a meeting Tuesday evening.

The stock committee of the Ornamental Growers' Association was in session prior to the convention.

The arrangement of the meeting hall like a senate chamber may have had an effect on the attendance, for no such numbers have been noted in the meeting hall in recent years. The chairs were arranged behind tables across the meeting hall, so that papers and notebooks were easily employed and ash trays and water pitchers accommodated. Between 150 and 200 were noted at several sessions, and even the final business session, at which sometimes a forum of twenty-five has been hard to gather, had an attendance of three or four times that number.

The auditing committee, approving the secretary-treasurer's account, was composed of George Marshall, chairman; William Flemer, Jr., and E. S. Welch.

The committee on the president's address, which supported action on his recommendations, consisted of Howard Chard, chairman; E. M. Dering, and George Chandler.

At the final session was announced new member 101 since the preceding convention, this one an associate member, and the only one not an active member out of the thirty-five admitted during the annual meeting.

A NEW 18x42-foot greenhouse is being added to the Old Fort Nurseries, Schorrie, N. Y., managed by Charles S. Mix.

A. B. MAYHEW, of the Texas Nursery, Irving, Tex., is reported seriously ill at the Dallas Medical and Surgical clinic, Dallas, Tex.

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THE Shenandoah Nurseries, Shenandoah, Ia., have appointed W. H. Prescott, Marengo, Ill., to represent them in Illinois, Indiana, Ohio, Michigan and Wisconsin.

GARRY-NE-DULE LANDSCAPE Co. has been organized at Baraboo, Wis. Incorporation papers were filed July 1, with the following officers named: President, W. A. Toole; vice-president, Bernard Harkness, and secretary-treasurer, Mrs. W. A. Toole. A general landscape supply and construction business will be carried on. Mr. Toole will continue to conduct his plant and nursery business as heretofore.

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8 oz. . . \$12.00*
Will treat up to 30,000 cuttings

*Trade Discounts to Professional Growers on quantities of 3 1/2 oz. and larger quantities.

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2. It increases growing efficiency, lowers costs and raises profits for nurseries and greenhouses.
3. Cuttings respond to Auxilin treatments at an average cost of a tiny fraction of a cent per cutting.
4. Auxilin treated cuttings strike roots quicker—thus they occupy the propagating benches for a much shorter period.
5. Auxilin treated cuttings strike roots in exceptionally high percentages. (Roses, including hybrids, average 75 roots per cutting in 2-3 weeks.)
6. Heretofore hard to propagate plants root easily and quickly when Auxilin treated. See actual photographs.
7. Flowers grown from Auxilin treated cuttings (rather than from seed) usually bring higher prices—because of quicker maturity, better flowering and better blooms.
8. Cuttings taken from woody plants and rooted with Auxilin usually produce vigorous new growths the first year.
9. Auxilin substantially decreases losses from plant diseases in the propagating bench—black-rot, die-back, etc. Cuttings properly treated with Auxilin usually root before they rot.
10. Auxilin treatments accelerate callus (not excessive) and stimulate root growth, thus lessening the chances of disease becoming a serious factor.
11. Auxilin eliminates at low cost many needless hazards in the propagation of plant reproduction from seed. It assures a more uniform stand.
12. Where growers' facilities are limited and there is no alternative to lining out, Auxilin rooted plants may be transplanted in one step from the bench to field conditions.
13. Under Auxilin propagation the cut can be made *anywhere* with a knife or pruning shears.
14. Auxilin is simple to use and is easily applied by anyone. It fits into growers' routine without the necessity of purchasing extra equipment, or of special training.

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A. N. 1

INTERESTING MARYLAND PLAN.

For Summer Meeting August 3.

Through the courtesy of Dr. E. C. Auchter, assistant chief of the bureau of plant industry, United States Department of Agriculture, the department has consented to cooperate with the Maryland Nurserymen's Association in helping with its summer meeting, which will be held Tuesday, August 3, at the horticultural station at Beltsville, Md. This is about thirteen miles from Washington, on U. S. highway No. 1. The session will start at 9 a. m.

In order that those attending should get everything available, the meeting will be split up into four groups which will each have an hour with one of the following subjects, where the work will be carefully explained and demonstrated by the efficient staff of the station:

Nursery Practices.

Propagating houses: Here will be seen and explained experimental work in the rooting of cuttings with the aid of the much-publicized plant hormones; the production of small-berried holly plants for the Christmas trade; the effect of hormones in the setting of fruit; collection of flex species; the rooting of apple stem cuttings by means of etiolation; tests of apple stocks for resistance to woolly aphis, and miscellaneous other features of interest to plantmen.

In the nursery: The production and testing of seedling apple and rose understocks; methods of propagating selected apple stocks by vegetated means; comparative results of various seedling peach understocks; the own-rooting of apple varieties by means of wire-wrapped grafts; the influence of understock on the bigger apple trees; fertilizer tests with evergreens and the influence of understocks in changing the vigor and shape of junipers.

Fruits: In the field may be seen about 200 varieties of peaches, plums and nectarines, used in varietal studies and breeding; cover crop and soil-moisture studies with peaches and apples; nutrition studies with apples, both in sand culture and in the field, including time and intake of nitrogen; a collection of all the important color sports of the apples planted in a young orchard; a large number of varieties of grapes and small fruits, including strawberries and seedlings produced in small fruit breeding work, and mulching and disease studies of small fruits.

Floriculture.

At the greenhouse: Several thousand Easter lily seedlings are now growing in pots, from which they will later be transplanted to the field in some southern locality. These represent frost pollination among various forms to secure a disease-free, high-quality lily for the American grower. Other flower-breeding work is also under way on phloxes, roses, nasturtiums, chrysanthemums and asters. The study of seed diseases of ornamentals and their control will also be seen.

In the field: A large planting of rose species is maintained for study of resistance to certain diseases. A rapid method for studying reaction to black spot of roses will be shown. A large planting of asters to measure the spread of yellows will also be shown. The breeding plot for early-flowering chrysanthemums is also in the field.

Afternoon Activities.

At 1 p. m. lunch will be served in the log cabin on the farm, for which a charge of 75 cents will be made. During the period from the completion of lunch to 3 p. m. a brief résumé of the work of the station will be given by one of the officials of the bureau and ample time will be allowed for any discussion in which those who attend might wish to engage.

At 3 p. m. the meeting will transfer to the trial gardens of the Department of Agriculture at Beltsville, Md., where may be seen the enormous variety of plant material that comes into this country from all over the world and the methods used to propagate it for dissemination to American growers.

At 7 p. m., with the assistance of the Washington Florists' Club, a banquet will be held either at the Hamilton hotel, at Fourteenth and K streets, or, if the weather is warm, at the Maryland Club gardens, where there will be swimming and a floor show at a charge of \$1.50 for dinner and all.

Julian Chisolm, secretary, states:

"We feel that this will be one of the most interesting days ever offered to nurserymen and one which no one can afford to miss. Any nurseryman, anywhere, will be gladly welcomed, and we hope as many as possible will avail themselves of this opportunity."

Nurserymen who plan to arrive in Washington by train should notify Julian J. Chisolm, secretary, Maryland Nurserymen's Association, 9400 Kensington road, Chevy Chase, Md., of the time of arrival as far in advance as possible so that adequate arrangements can be made for automotive transportation.

"A ROSE ODYSSEY."

"A Rose Odyssey," by J. H. Nicolas, is truly subtitled, "Reminiscences of Many Trips to European Rose Centers," but it contains much more meat for the rose enthusiast than the titles indicate. The style is so easy and personal and the tale is so enlivened by many humorous incidents that even a person not particularly interested in roses can read it with pleasure. The bits of historical reference interwoven with each change of scenery add to the interest of the story.

The historical references start with the introduction, in which the author briefly reviews his own life and background to give the proper setting for the recital of his reminiscences. As a Frenchman of pure Gallic strain who weighs 210 pounds and stands six feet two inches tall, Dr. Nicolas is far from the popular American conception of the typical Frenchman. The story of his early life and the incidents that led to his American citizenship and his work with roses is interestingly told.

The preface says, "This is not a rose

book, but a rose travelogue." Certainly one must admit the truth of the latter part of that statement, for Dr. Nicolas takes the reader with him through France, Italy, Switzerland, Spain, England, Ireland, Holland, Belgium, Luxembourg, Germany and Denmark, with a side reference to the Isle of Man, and Dr. J. Horace McFarland, president emeritus of the American Rose Society, contributes a chapter in which he conducts the reader "down under" to visit the rose gardens of Australia and New Zealand.

But the truth of the first part of the quotation may be disputed. The history of roses and those primarily concerned with their propagation, methods of cultivation and hybridization, varieties and their origins and adaptability and pertinent comments on common practices of amateur and professional rosarians are part and parcel of the entire book, and the information is conveyed so subtly that the layman will unknowingly absorb more dependable knowledge than he ordinarily would gain by studying a textbook.

The chapter on test gardens, European of course, is in itself valuable for reference, but the chapter entitled "Orientation of the Rose in Europe" should be read by every rose lover and particularly by hybridizers who are looking for worth-while varieties; the statements are applicable to every locality. Three of the last four chapters have to do with soils, fertilizers, hardiness and hybridization.

Doubleday, Doran & Co., have published other books by Dr. Nicolas, but this "rose travelogue" should reach a wider field than a strictly rose book. The book, in a red cloth binding, is offered at \$2.50.

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Developed by Boyce Thompson Institute for Plant Research, Inc.—Stimulates rapid root growth on cuttings.

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When treated with Hormodin, many species heretofore considered impossible to propagate from cuttings may be rooted successfully. Broad and narrow leaf evergreens; apple and other commercial fruit trees; blueberries, dahlias, daphne, ornamental trees such as elm, maple, linden and magnolia; gardenias, grapes, common shrubs and herbaceous annuals and perennials are only a few of the many varieties of plant cuttings which may be rooted readily with Hormodin.

The rapid root growth on leafy cuttings stimulated by Hormodin assures quicker and better rooting in higher percentages than ever before possible. Because Hormodin induces roots to grow directly from the plant tissue, cuttings may now be taken without relation to buds or nodes.

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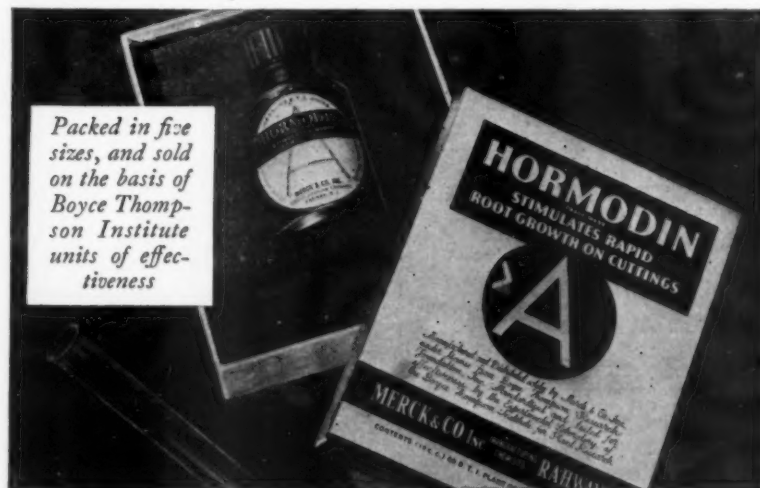
PHOTOGRAPHIC PROOF OF HORMODIN'S EFFECTIVENESS

The photographs on this page are vivid proof of the root-inducing power of Hormodin. In each case, both the treated and the untreated cuttings were in the same propagating bench, under the same conditions, exactly the same length of time. Hormodin alone is responsible for the more profuse root growth in each picture.



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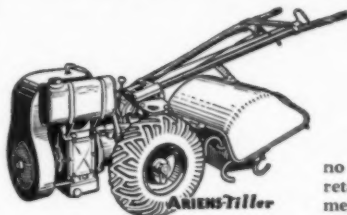
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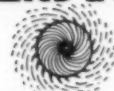


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